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Revel Launches 1,000 Shared Electric Mopeds Throughout Brooklyn And Queens

The moped service is expanding from 68 vehicles in Bushwick, Williamsburg and Greenpoint, to 1,000 mopeds across more than 20 neighborhoods in Brooklyn and Queens

New York, NY – Today, Revel launched 1,000 new shared electric mopeds throughout Brooklyn and Queens. The expansion comes as the company wraps up its nine-month pilot program, with 68 mopeds operating in Bushwick, Williamsburg and Greenpoint.

Revel is the only New York-based company that provides residents and visitors of Brooklyn and Queens access to shared electric mopeds. Users register on the app with their driver's license, and can then reserve and ride the nearest moped.

The new e-mopeds are built for two riders and will replace the original 68 vehicles. They are US DOT safety certified, registered with the New York Department of Vehicles (DMV), and include insurance and helmets.

Revel is also introducing a more flexible pricing structure. Now, each rider is charged \$1 to start their ride and \$0.25 per minute thereafter, helping lower the cost of last-mile trips while still remaining an affordable long-distance option for users traversing neighborhoods. The first minute of every ride – known as a “safety minute” – is free, giving users time to put their helmet on and stay safe.

Last, Revel has opened a new 10,000-square foot operations facility in Red Hook to accommodate the expanded operations and added staff so users can continue to rely on the same reliable customer service that existing ridership has come to expect.

“We are thrilled to bring a fun and easy way to get around more of Brooklyn and Queens,” said **Revel Co-Founder and CEO Frank Reig**. “During the nine-month pilot, we learned what worked well, what needed fixing, and what users wanted from the service going forward, and we took those lessons to improve the service for everyone.”

“Over the last nine months, we have seen our mopeds become an important part of riders’ routines and an integrated part of the transit landscape,” said **Revel Co-Founder and COO Paul Suhey**. “Expanding to 1,000 mopeds across Brooklyn and Queens will help even more New Yorkers meet their transportation needs. Revel is here to stay in New York City.”

EXPANSION HIGHLIGHTS

New E-Moped Model: Revel is rolling out a new e-moped to replace the pilot vehicles. The new model includes a simple kickstand for parking, is built for two riders, and is designed for an enhanced riding experience.

Expanded Service Area: During the pilot, all riders had to begin and end their ride in Bushwick, Williamsburg or Greenpoint. Now, riders can park across more than 20 neighborhoods in Brooklyn and Queens, meaning more New Yorkers will have access to the service.

Flexible Pricing Structure: Previously, each ride cost a flat rate of \$4 for the first 20 minutes, with an additional \$0.25-per-minute charge after that and \$0.05 a minute to pause the ride. Now, riders will pay \$1 to start a ride (\$2 if the ride includes a passenger) and \$0.25-per-minute after that. Riders will also get the first minute free – known as a “Safety Minute” – to put their helmets on. Riders can pause their ride for \$0.10 per minute. This new dynamic model will offer riders more flexibility.

Equitable Access Program: Revel will give 40% off all rides for users who use public assistance programs such as SNAP or live in NYCHA housing.

Warehouse in Red Hook: Revel has opened a new 10,000-square foot warehouse in Red Hook where they will conduct any needed repairs and recharge the moped batteries. Revel runs operations and customer service with a team of full-time employees.

Revel mopeds work like Car2Go. First, all users must register on the app using their driver’s license and pay a one-time \$19 fee to cover a motor vehicle license check. Once approved, riders can use the app to find and unlock the nearest moped. Riders then put on a Revel helmet and get started. To end the ride, users park the moped in a legal spot within the operating area, put their helmet back, and end the ride on the app.

There have been 34,000 Revel e-moped rides since the service launched on July 30, 2018, with 4,000 riders using the mopeds. In total, the e-mopeds have collectively traveled 85,000 miles.

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