



Media Information
12 December 2019

Collaboration between BMW Motorrad and mobility provider Cooltra.

Innovative sharing solution for the Barcelona area with the BMW C evolution.



Munich. Electromobility has a particular justification in heavily polluted cities and their urban surroundings. With its electrically powered maxi scooter BMW C evolution, BMW Motorrad was involved in pioneering work long before its competitors, having provided electromobility in the urban context for more than five years. Mobility provider Cooltra is now offering an innovative sharing solution to meet inner-city electromobility requirements in Barcelona with the support of BMW Motorrad. BMW Motorrad has made this pilot project a reality with the support of BMW Motorrad Spain and Alphabet Spain.

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Timo Resch, BMW Motorrad Head of Sales and Marketing: “Our priority in terms of electromobility is still the urban context. It is here that sharing models offer enormous potential for new business segments and customers. So I’m especially pleased that Cooltra Prime is now offering an innovative solution to meet inner-city electromobility requirements in Barcelona with our BMW C evolution.”

The Cooltra Prime app provides a sustainable, future-oriented mobility service for the Spanish city. Cooltra Prime enables Barcelona’s residents and visitors to get around the city and its environment on the BMW C evolution – ensuring travel that is not just emission-free but also geared perfectly to users’ needs.

The Cooltra Prime app makes it simple to find, book and unlock the BMW C evolution. The scooters also offer a range of up to 100 km and come complete with insurance and helmet, so users can focus entirely on an emission-free riding experience.

The BMW C evolution for booking via the Cooltra Prime app will initially be available at four SABA car parks in Barcelona and at the airport. Customers can pick up their scooter at one of these car parks and return it to any of the designated stations. The plan in future is to expand this mobility service to include other important areas of Barcelona in order to ensure good connections to Josep Tarradellas Barcelona El Prat airport as well as other key locations such as Sabadell, Terrassa and Sant Cugat.

BMW Motorrad Corporate Communications



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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9,815 billion on revenues amounting to € 97,480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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