

# Energy service provider Süwag - a shared mobility success story

Süwag Vertrieb AG & Co. KG, in cooperation with Wunder Mobility, is an impressive example of how an energy provider can build up a promising, sustainable, and effective foothold in the future market of shared mobility.





**Wunder Mobility**



With the electric scooter sharing offer under the Süwag2GO brand, energy provider Süwag Vertrieb AG & Co. KG within a short time has established a sizeable e-scooter fleet in four cities in a short period of time. The goal is to attract new customers, improve customer loyalty, and last but not least, create synergies so as to contribute positively to the overall balance of the company.



# Opportunities for utility providers

The sharing economy and green energy are attractive future trends for energy suppliers for several reasons:



## New revenue streams

Entering this industry promises utility providers both potential revenue streams in the medium term and attractive opportunities for marketing their core business. Wunder Mobility's flexible system means that shared mobility can be implemented in an uncomplicated way. Neele Töbelmann, Business Account Manager at Wunder Mobility sheds light on why utility companies like Süwag, have been exploring electromobility as an attractive new pillar for themselves:

## New ways for marketing

More than ever, electromobility is representative of an innovative spirit, futuristic outlook, and a commitment to sustainability and flexibility. These are excellent attributes for energy suppliers when it comes to positioning themselves in the market. Moreover, mobility is a topic that is relevant to almost all important target

groups: from young people to students, professionals, and senior citizens. Since an energy supplier has to address all target groups, the result is an ideal starting point for creating new impulses for marketing. For a utility company such as Süwag, it is challenging for them to generate awareness within perceived in society. One of the greatest challenges is the fact that their products are intangible and therefore difficult to communicate.

Regardless of whether it is green electricity or not - electricity is neither a tangible nor a visible commodity. With the branded electric scooters from Süwag2GO there are now a number of highly visible vehicles on the roads, which are compatible with the characteristics of the energy supplier. This case study encompasses a number of examples of how creative and regional collaborations have increased Süwag's visibility.

**Mobility is an essential part of the cityscape. The commitment to more digital and green options in this area is made possible through starting an e-sharing business, in collaboration with Wunder Mobility, these businesses can be launched very easily."**

**Neele Töbelmann**

Business Account Manager at Wunder Mobility



## Sustainability as a corporate goal

For Süwag, sustainability is one of its core strategic topics. The development of the Süwag2GO electric scooter fleet, which already consists of 250 scooters on the road, therefore offers an opportunity to reach sustainability goals much faster than originally anticipated.

# Süwag2GO - a success story

The successful Süwag2GO model only came into being in 2019 and started life as a project in the internal marketing department. The idea was to make the Süwag brand known to additional target groups. After a successful project start, the innovative shared mobility service was launched within a very short time, initially under the name "Frank-e" in Frankfurt.

The software solution from Wunder Mobility is especially suited for the requirements of B2B sharing services and

has enabled the rapid expansion into several municipalities. With Wunder Mobility's open interface, even connections can even be made with additional partners, such as transport association systems. A corresponding initiative is currently in the planning phase at Süwag2GO.

## Wunder Mobility technology as the basis for rapid expansion

The success of this project has proved the decision-makers right. Thanks to the use of internal synergies and intensive activities on social networks, the threshold of 1,000 users was exceeded within a month of the market launch.

This was made possible not least by the customized software from Wunder Mobility. In the meantime, a good 18 months later, the electric scooters are almost indispensable to Süwag with other municipalities adapting the "Frank-e" success concept – including Neuwied with "Newb-e," Mainz with "Meenz-e," and Bad Homburg with "Taun-e."

**Our software offers the necessary flexibility to serve Süwag's special requirements. We are pleased to be able to provide significant support in the implementation of the project.**

**Neele Töbelmann**  
Business Account Manager at Wunder Mobility



**We can associate the Süwag name with a vision of the future and green, sustainable energy through "Frank-e", "Newb-e", "Meenz-e" and "Taun-e"."**

David Wiethoff  
Marketing Manager at Süwag

### **High advertising value and increased brand awareness**

In the media, the e-scooter fleets have attracted a lot of attention - both nationwide on TV, radio, and in print, as well as in regional media. For example, the FAZ and the NR-Kurier reported enthusiastically about the project: "With this initiative, the energy service provider Süwag is providing a new mobility alternative and combining two important future trends for every city: electromobility and sharing." Further proof of the success and the positive momentum this project has generated are the numerous co-operations that have been agreed, and the inquiries that Süwag2GO has received.

Here are some examples of these co-operations:

#### **Volkswagen and the DFB**

On the occasion of the DFB international match against

Northern Ireland in the Commerzbank-Arena in Frankfurt, Volkswagen launched a campaign for all visitors who had purchased their international match tickets via the VW webstore and gave them the chance to ride to the stadium for free on Frank-e electric scooters.

#### **Social activities**

A local student delivery service start-up was provided with Süwag2GO e-scooters. During the first lockdown, when people were unable to visit restaurants, this offering was extremely well received.

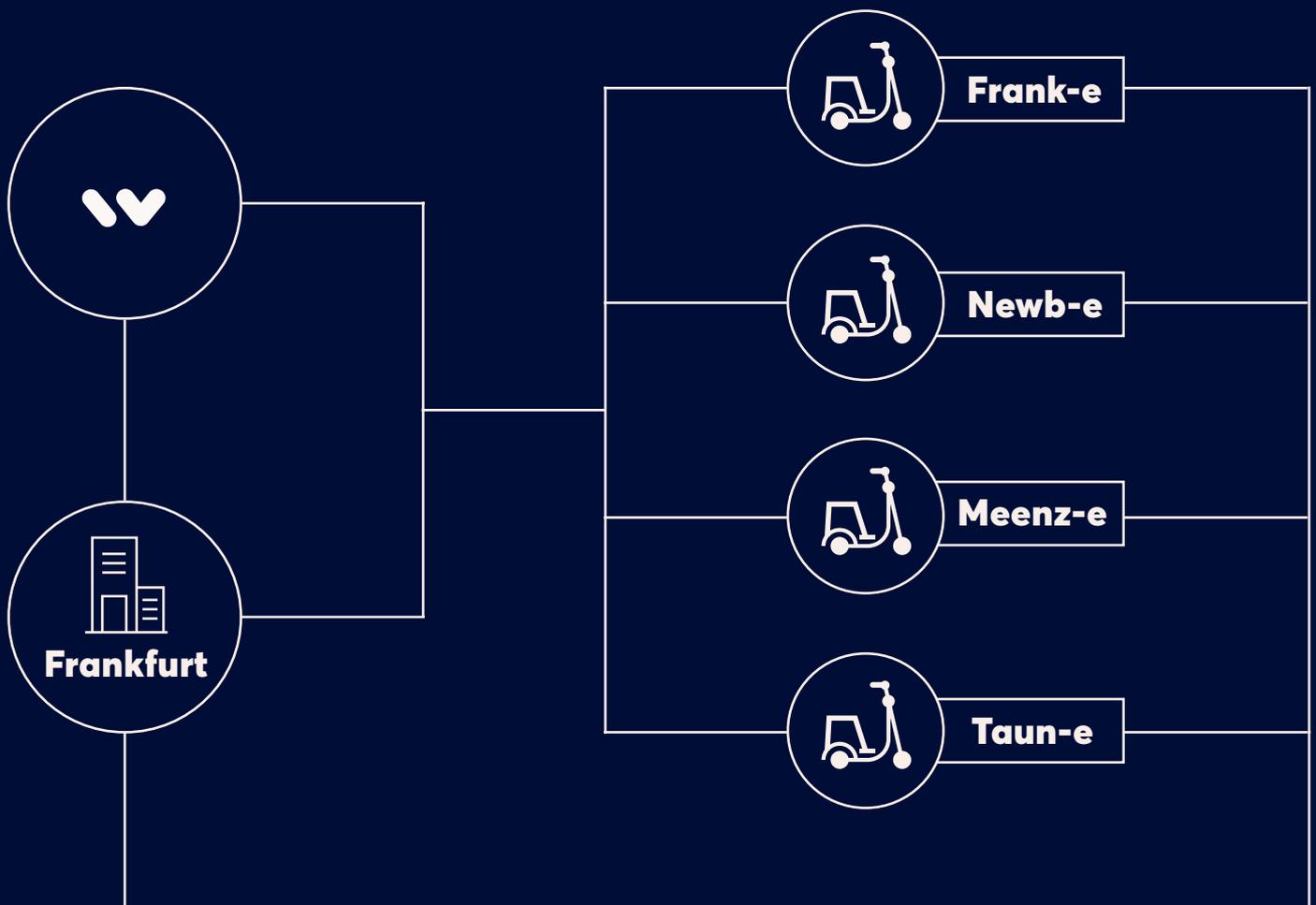
These collaborations were made possible thanks to the small team at Süwag2GO and with the help and expertise of Wunder Mobility. Because the Wunder Mobility team is supporting Süwag on its journey. Thus free space and significantly more time are available for Süwag's daily business and operations.



# Simple organization

The organization of the fleet on the part of Süwag2GO is much less complicated than expected. Right from the start, care was taken to make processes simple and scalable - not least due to the fact that the same application and software was used at all four locations - provided by Wunder Mobility.

All 4 cities are supported by a small team from Frankfurt. All synergies for the group are used by the group, for example when it comes to insurance or accounting. The only things that are outsourced are the 24/7 support and payment services.





# Green energy - by no means just lip service

There have also been positive developments in terms of sustainability. The commitment to rely 100% on renewable energy has resulted, for example, in the fact that all offices across the entire Sűwag Group, are powered by green electricity.

The company also relies on Sűwag2GO company vehicles, for example, which are 100% electric.



## Positive outlook

Overall, the advertising impact of the aforementioned activities is considered to be very high. The energy service provider Sűwag has been able to record increases in customer numbers with the introduction of this project.

Internally, the success is also attributed to the increased awareness through the e-scooter fleet, which is now on the road every day in 4 cities, as well as the co-operations which were made in this context. This great development is also assumed for the coming year. For 2021, the expansion of activities is planned for 8 cities so that the fleet will grow to 400 scooters. And this is just the beginning.

### Low effort and investment

The close cooperation between Sűwag and Wunder Mobility was an essential prerequisite for the seemingly extensive project to be brought to a successful conclusion with minimal effort. In addition, the project could be realized without the need for an operating partner and without agency services. From the very beginning, Sűwag has thought holistically and considered the use of existing resources within the group. Thus, the operation of Sűwag2GO is possible with comparatively low personnel costs.

In addition, no deep technical understanding is required and up to 90% of the work can be standardized. Furthermore, Wunder Mobility's account management team is always on hand to answer any questions.

# Wunder Mobility as a reliable partner

Wunder Mobility provides companies like Süwag2GO with an all-in-one platform to launch and scale their mobility sharing solution. The offering includes a smartphone app for Android and iOS, a corresponding management system, and, suitable electric vehicles if needed. The close and trusting relationship with a business account

and technical account managers at Wunder Mobility is definitely one of the secrets to the partners' success. Not only does this include intensive support in the development of goal-oriented solutions, but also regular brainstorming together on how to support and further develop the respective company.

Wunder Mobility is now active in more than 900+ cities and counts more than 55,000 active and shared vehicles. Over 100 employees in several countries take care of the customers' global development.

Süwag2GO is a shared mobility success story that relies on the use of innovative and trendy electric scooters. It demonstrates how quickly utility companies can create a shared mobility business, even with a small investment.

Süwag2GO is a good example of how a utility company can create an innovative, forward-looking business model with many positive effects for the entire Group.

## Launch and scale your shared mobility business today

Get started

Wunder Mobility

