

VOI OFFERS FREE RIDES TO ENCOURAGE MORE GREEN TRAVEL

Bristol, Monday 28 November 2022: [Voi, the UK and Europe's largest micromobility provider](#), is offering new riders the opportunity to hop and try its service for free as the company is encouraging more people to adopt green travel to welcome Bristol's new [Clean Air Zone](#).

Nearly one in three riders in Bristol already use Voi for their daily commute, with over 2 million total e-scooter journeys starting within the new Clean Air Zone (CAZ) since the trial began in 2020. Across the new zone - spanning from the Clifton Suspension Bridge to include Canon's Marsh and Temple Quay, near Temple Meads station - 130 convenient parking locations are available for riders to safely hop on and take advantage of one of the city's greenest modes of transport.

Whether for commuting, university, running those everyday errands or socialising, small and consistent changes in how people get around can significantly improve a city's air quality. Since launching in 2020, Voi riders have helped take 2.8 million car journeys off the city's streets, saving an estimated 1,600 tonnes of carbon emissions entering the atmosphere from over 7.5 million rides to date.

Helping remove cars and congestion from our roads is important in tackling not only the impact of climate change but the largest environmental risk to public health in the UK: air pollution. Up to 40,000 people die every year in the country and exposure to particulate matter, carbon monoxide - or other gases from polluting fossil-fuel-based engines - also causes chronic conditions such as cardiovascular and respiratory diseases as well as exacerbate asthma in sufferers.

Try Voi for free

Voi is already an important part of the city's fabric; however, it's giving new riders the opportunity to hop on and ride for free and join Voi-volution underway in Bristol.

New riders can simply download the app - available via the [iOS App Store](#) and the [Google Play Store](#) - input a valid payment method and redeem the special discount code 'CleanAirZone' in the in-app wallet to receive a free Daily Pass giving up to 200 minutes of riding time for one day. New riders can also activate the code via [this link](#).

The offer is valid until Saturday 31st December 2022 and is available to new riders only. For new riders looking to use Voi more regularly, other options such as Pay As You Go, Day and Monthly Passes are available. Riders can check the app for more details.

Grace Packard, Senior Policy Manager at Voi UK and Ireland, said:

"Every action to reduce pollution and make travelling greener begins with individuals, households, or even businesses making that first step. Dirty air from congestion and polluting vehicles is an environmental crisis that also causes serious health issues for many.

“Though some might be apprehensive about trying a new mode of transport for the first time, it’s never been easier or safer for people to hop on and ride one of the most flexible and convenient ways of getting around the city. We are determined to help make Bristol a cleaner, greener city which is why we’re offering new riders the opportunity to have a go for free to encourage more people to leave their cars at home.”

Tom Swithinbank, Project Manager at Redcliffe and Temple BID, said:

“The Clean Air Zone is a crucial public health intervention for the city to improve the air quality. We are however aware that it will pose challenges for many people in the city and therefore we are pleased that Voi is providing discount codes and training to encourage people to try their e-scooters as an alternative mode of transport.

“We know that Voi e-scooters are a great way of travelling for thousands of people and we hope that those working in and visiting the city centre continue to adopt different modes of transport to help clean up our air.”

Voi has also teamed up with the West of England Combined Authority to offer free e-scooter credits to encourage people across the region to leave their cars at home and travel more sustainably. More information can be found on [Bristol City Council's dedicated webpage](#).

Ride discounts are also available for students, NHS staff, emergency service workers, military personnel and veterans, and those on a low income via the [‘Voi 4’ discount scheme](#).

Riders looking to hop on for the first time can complete Voi’s online safety school [#RideLikeVoila](#), to educate themselves about the rules of e-scooter riding to earn free credits. Voi also has geofencing and measures in place to limit the speed and the locations where e-scooters can travel to ensure riders, pedestrians and other road users are kept safe.

More safety information can be found on Voi’s website here: <https://www.voi.com/ride-safe/>