

MBI partners with WeVee to promote sustainable mobility

Karlsruhe, February 09th 2023: When looking towards a more sustainable future, electric vehicles are one step towards sustainability in mobility. But as of today, there are still many challenges to bringing electric vehicles to the mass market. The main barriers for people wanting to buy an electric vehicle are range anxiety – including battery capacity and poor charging infrastructure – and the high cost of buying an electric vehicle.

Overcoming range anxiety, poor charging infrastructure and high initial cost

The underdeveloped charging infrastructure is a source of great stress for most electric vehicle drivers who plan both short- and long-distance journeys. In addition to this, and because charging can take up to 30 minutes or more, knowing what amenities, services and points of interest are within the area of the charging point is pivotal in minimizing the disruption in an electric vehicle driver's life.

To solve this issue, WeVee has developed an app that provides charging station locations, turn-by-turn navigation, personalized amenity-based route planning, and a unified payment solution at over 280,000 European charging stations to date. Based on their location, preferences, needs and interests, electric vehicle drivers get a unique and personalized experience. As a result, the app also supplies a commerce platform for amenity providers, e-mobility services and hospitality partners.

To optimize the customer experience in their application with sociodemographic as well as geographic and market data, WeVee decided to partner with MBI. With those insights, they are able to get to know their target group better and offer personalized, location-based services.

Then there's also the struggle with battery capacity: Electric vehicles have an optimum condition driving range of between 150-300 km per full battery. This is about 30-50% less than a petrol or diesel car. Knowing the battery level and how long it will last is therefore very important to electric vehicle drivers. The WeVee app is equipped to alert electric vehicle drivers to their charging needs, and plan their journey and/or commute accordingly, integrating the charging stations as waypoints on the route. Providing drivers with this level of live personalized support and resources gives them the confidence to make the switch to e-mobility.

Lastly, there's also the pain point of the initial cost. Electric vehicles typically come at a premium and cost more than traditional petrol or diesel cars. At the same time, not many secondhand electric vehicles are available yet. The WeVee eMaaS platform harnesses government incentives to provide corporates with an electric vehicle leasing program through which they can offer a range of electric vehicles to their employees, with savings of up to 40% on leasing privately.

Solutions for corporates as well as consumers lead the way to a more sustainable future

Founded in 2021, WeVee Technologies is a cleantech company dedicated to developing, operating and licensing technology platforms that accelerate the switch to e-mobility and sustainable consumption. The WeVee technology platforms and services include a travel & navigation community app as well as an e-mobility as a service corporate employer leasing platform.

Their target market includes both corporates and consumers incentivized to reduce carbon emissions, leading the way to a more sustainable future. WeVee focuses on those who currently drive or own an electric vehicle and those who are interested in driving or owning one but are discouraged by the immaturity of the e-mobility environment.

Strong partnership with MBI enables WeVee to deliver the best e-mobility experience to sustainably conscious customers

With their holistic approach to e-mobility, WeVee aims to get complete visibility into the needs of electric vehicle drivers and the shortcomings in the current market, so as to provide them with the best service. The advantage to anticipate their demands and requirements provides WeVee with the ability to commercialize the behavioral change towards a more sustainable future.

WeVee chose MBI as a strong partner mainly because MBI is the market-leading provider of international consumer data. Moreover, MBI delivers comprehensive, up-to-date and reliable data which is 100% GDPR-compliant. MBI's complementary service aligns perfectly with WeVee's aim to tend to the end consumer's personal charging needs.

As an international cleantech, WeVee's requirements span continents and MBI's extensive portfolio fits their needs and plans. MBI provides a flexible and broad range of choices for their population data that can be purchased a la carte and in combination with bundle options.

Rahmyn Kress, founder and CEO of WeVee Technologies describes the partnership as follows: "WeVee's relentless approach to marketplace collaboration, transparency for good and community recognition is bringing incredible partners to the table. Our model of inclusive transformation is creating circular gain and we are delighted to partner with MBI in delivering

the best e-mobility experience to our sustainably conscious customers. To us it's always been about the 4T's - Team, Talent, Timing and Technology."

You can find more information on **WeVees website** or contact our **Sales Team**.

About Michael Bauer International GmbH

Being a specialist for small-scale data for Geomarketing, Michael Bauer International has grown to one of the largest global data providers for over ten years. MBI unites passion and scientific know-how to provide globally consistent and comparable geographic data.

Today MBI is not only recognized as a key data source but is also the preferred data provider for the largest leading GIS software and technology companies globally. For a vast variety of companies, MBI's data is the foundation for location-based questions related to company locations as well as branch and distribution networks. MBI mobile data offers valuable insights into the global consumer behavior and their customer journey. Companies from all industries are supplied with up-to-date data for market analyses and visualization by MBI, to take informed and data-based decisions.

With CONIAS Risk Intelligence, we provide in-depth and data-driven information about the current and emerging dynamics of political conflicts worldwide. We support internationally operating companies and organizations in identifying political risks to location, logistics and investment security at an early stage and in developing targeted adaptation strategies.

MBI is one of the first global HERE Technologies Distributors. HERE is the leading provider in the development of digital maps and location-based services.

Both Michael Bauer Research GmbH and Michael Bauer Micromarketing GmbH are part of the Michael Bauer Group.

For more information, please visit **www.mbi-geodata.com**.

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