



PRESS RELEASE

EUROPEAN ELECTIONS GO AND VOTE! AND DO IT WITH A DASH OF LIME!

Lime partners with 'thistimeimvoting.eu' to offer free rides on May 26

Brussels, Monday 20 May 2019 – E-scooter company Lime is supporting the drive to get more than 350 million EU citizens out to vote ahead of this week's European Parliament elections (Thursday 23 May to Sunday 26 May). In partnership with 'thistimeimvoting.eu', free rides and helmets will be available for users on 26 May to encourage people to not only vote but do so in a fun, safe and sustainable way.

As a part of Europe's city life, Lime is committed to the future of Europe. Alongside its partner, 'thistimeimvoting.eu', designed to promote democratic engagement in the European elections, Lime is also asking users to sign its #RespectTheRide pledge to encourage riders to commit to safe riding practices and help ensure safe streets for everyone. The pledge covers:

- Riding only within designated areas such as streets and bike lanes
- Abiding by all traffic laws and speed limits
- Riding responsibly at all times
- Be aware of cars, pedestrians and fellow riders
- Wearing a helmet while riding
- Parking properly out of the way of pedestrian walkways, service ramps and public transport stops

"We're hoping to encourage people to get up and out on the day in a fun, safe and convenient way," said Benjamin Barnathan, General Manager Lime BeNeLux. "The need to vote has never been more important. Turnout has continually dropped since the first elections were held in 1979, falling from 67% to only 43% in 2014, and as an integral part of European city life we can play our part to increase that."

Steve Clark, Coordinator of the European Parliament Election Campaign 2019 ('thistimeimvoting.eu'): *"It's great to see more people and companies like Lime helping to support the EU Elections this year. With turnout having been low in the past, we need to be actively encouraging more people to go and vote - and if initiatives like this help to persuade them to do so, even better!"*

How will it work?

Everyone must have [downloaded the App](#) to receive a promotional code via our newsletter which will be sent the morning the polls open. The code will be valid between 6:00 AM and 9:00 PM on May 26 across Belgium, France, Germany, Austria, Czech Republic, Denmark, Greece, Poland, Portugal, Spain and Sweden.



For more information, please contact:

emeapress@li.me

About Lime

Lime is part of Europe's city life. From Paris to Warsaw, Zurich to Berlin, we are reimagining the way our cities move. We're bringing people closer to what's around them, in a sustainable, inclusive and more accessible way. Working closely with local communities and authorities across Europe, we're building a new culture of shared mobility and providing solutions to the challenges of city living. We are active in over 20 cities across 10 countries in Europe. For further information visit: <https://www.li.me/>

About 'thistimeinvoting.eu'

[thistimeinvoting.eu](https://www.thistimeinvoting.eu) is the European Parliament's institutional, non-partisan communication action, independent from any political party and ideology. The communication action's objective is to promote democratic engagement in the European elections. The European Parliament as an institution does not support any political party or specific candidate.