

Electric Life Rides launches Uber-type rental service in Cape Town

The Electric Life Group have launched an electric scooter and electric motorcycle renting hub available via an Uber-type app, from the new mobility hub and partner, The President Hotel in Bantry Bay, Cape Town. The launch introduces their initial fleet of electric kick scooters



From left to right: Wesgro team members, Zaheer Davids and James Mline, and Stefan Van der Sandt of Electric Life Rides

Electric Life Rides works through a mobile app - similar to that of Uber - powered by global vehicle-sharing platform creators, Wunder Mobility. Users are able to scan a barcode on the kick scooter to download the app and activate it, and are then able to buy ride credits directly through the app, using a bank card.

Key app features

The technology will bring seamless dock-free electric kick scooter rental to South Africa. Users will experience fun sustainable Electric Life Rides, with on-demand options to change between hardware seamlessly and the ability to ride per minute, hour, day or month cost-effectively with a modern mechanism that doesn't require traditional ownership experience and obligations.

The electric kick scooters can be used for package or food delivery, document collection or delivery, commuting around office parks and estates, warehouses, security patrol or simple efficiency for commuting purposes.

The vehicles also have built-in tracking systems, providing convenience, peace of mind and security by making it easy to locate the nearest vehicle. The vehicle tracking technology also features Application Programming Interface (API) functionality, providing interface ability with other applications, for example food and medicine delivery. This also allows control of usage parameters including route control, speed and more.

Electric Life Group CEO, Mr Stefan Van der Sandt, relayed at a recent demonstration to Wesgro team members, James Milne and Zaheer Davids, the group's plans of rapid expansion of their offering to include other key strategic, privately-owned locations throughout the Mother City and country.

"Our vision was to build and launch a tech company and app that will effectively disrupt, challenge and reshape the way we move and commute by providing innovative options and electronic micro mobility vehicles to Africa," explained Van der Sandt.

"Our high-quality electric micro mobility services, solutions and products will be made readily available and accessible to as many people as possible. This is going to create a meaningful shift in urban mobility and we're humbled and proud to play a part in the ever-growing mobility revolution in Africa and the rest of the world. We are very excited to pioneer electric and micro mobility and be the custodians for the African market first and foremost.

"We do have plans to span globally as soon as possible with Europe, UAE and USA already in our sights. We want to assist in creating a better tomorrow, where people move in a better way, a greener, cleaner Electric Life Rides way, whilst reducing carbon emissions as well as creating local employment," he concluded.

Electric mobility solutions

Commenting on the positive effects anticipated for the tourism industry, CMO Devan Moodley reiterates the sentiments, saying: "Electric Life offers the ability to innovate in the tourism industry as well as offer business owners a solution for local delivery services, security patrol mobility and other entrepreneurial opportunities for the small business owner. Electric mobility technology is the standard for the future and our product range will expand in time to include bikes, cars and possibly commercial vehicle offerings, as the market supports the demand."

According to the team, Africa and South Africa do not have any micro mobility offerings, and faced with a very niche electric mobility market, the application was specifically designed with an African and South African context in mind. In addition, the idea is to also provide a platform for electric equipment manufacturers to showcase their product range and maximise sales volumes that are necessary to grow the industry effectively.

[Details](#) on further product introductions, additional fleet locations and partners will be announced as they are confirmed. The planned product range will expand to offer five options including four-wheeled vehicles.