

goUrban extends its partnership with GO Sharing, now a BinBin mobility company

- goUrban and GO Sharing, recently acquired by BinBin, agree on three-year contract
- The Vienna-based company will continue to provide its expertise and resources to GO Sharing
- This partnership serves as goUrban's latest milestone in its mission to set the new technology standard in shared mobility

Vienna, Austria, March 30, 2023: Today, goUrban announced the signing of a new three-year agreement with GO Sharing, now owned by BinBin, Turkey's largest shared mobility provider. The two companies are combining their operational and technical expertise to successfully usher in a new era of mobility together. GO Sharing stands to gain unique operational benefits from goUrban's infrastructure and BinBin's operational expertise.

As a long-standing and reliable partner of GO Sharing, goUrban will continue to support the company, newly acquired by BinBin, as their trusted partner in their entry into the Western European market. Prior to the acquisition, GO Sharing was already active in the Netherlands, Belgium, Italy, Germany, Austria, and Turkey. goUrban's flexible operating system will enable GO Sharing to scale its services in key markets throughout this new geographic area.

In particular, the following features were key for GO Sharing in their initial and continued selection of goUrban as their mobility SaaS provider:

- **Reliability:** goUrban is committed to delivering some of the highest standards in service availability across the industry. Their latest Service Level Agreements commit to ensuring an availability rate of 99.7 percent or higher.
- **MaaS:** goUrban provides customized tools to ensure that city regulations such as capacity-based areas are met. In addition, the MaaS API enables full integration of the goUrban app with any third-party MaaS app.
- **Data access:** goUrban simplifies the procedure of data processing and the collection of business insights. Access to this data is made possible through APIs as well as through automated report exports.
- **Cost savings and focus:** goUrban's APIs enable mobility operators to focus on their platform and develop their IP-relevant technologies.
- **Customization and personalization:** goUrban allows its clients to have full flexibility over their operations, including the end-user app, which can be customized directly from the goUrban dashboard. Moreover, features like geofence promotions and dynamic pricing empower businesses to improve their overall efficiency with full autonomy.

"We are pleased to support GO Sharing in their mission to achieve sustainable growth in the international market. Our track record of supporting enterprise-level partners with the most stringent requirements, makes us an ideal partner for GO Sharing and now BinBin as they expand their footprint in Western Europe. Together, we'll pave the way for a new era of shared mobility, and we look forward to continuing to establish ourselves as a trusted technology provider for the largest shared mobility operators around the world." said Jonathan Gleixner, co-founder and CEO of goUrban.

“One of the biggest reasons for our success in international expansion is our focus on operational and technological excellence. We believe that the ‘Best Operator’ title we received in this year’s Rider’s Choice Awards is proof that our riders appreciate our efforts to reach the highest performance. As we continue our international expansion, we entered the Western European market with our acquisition of GO Sharing and we believe that we will achieve the same satisfaction level in this new region with the support of goUrban’s infrastructure.” says Kadir Abdik, CEO of BinBin.

About goUrban

[goUrban](https://gourban.co), a mobility SaaS provider founded in Austria in 2016 by [Jonathan Gleixner](#) and [Bojan Jukić](#), has rapidly expanded from its initial launch as a fleet operator in Vienna to become a trusted partner for shared mobility operators, corporate fleets, and cities worldwide. The company's modular, vehicle-agnostic operating system provides clients with a data-driven, scalable mobility ecosystem that optimizes even the most complex mobility operations. goUrban aims to offer affordable, safe, convenient and sustainable transportation through a single platform by connecting on-demand, longer-term rental, subscription, and leasing options. With a presence in over 100 cities and connected to over 30,000 vehicles, goUrban has become a key player in the international mobility market. In addition to its Vienna headquarters, goUrban has offices in Novi Sad, Serbia, and Banja Luka, Bosnia-Herzegovina, with over 100 full-time employees.

To learn more about goUrban, visit their website: <https://gourban.co>

AboutBinBin

BinBin is a technology brand that strives to make short distant trips fun, environmentally friendly and economical. After starting its operations in smart city technologies and micromobility in 2019 with the services it offered in university campuses, the company decided to take its operations to cities to offer a sustainable alternative to the people who are bored of heavy traffic. BinBin is active in Turkey, Bosnia-Herzegovina, Bulgaria and Croatia as well as eight new countries added to the operational map with the acquisition of GO Sharing, a Dutch micromobility provider.

To learn more about BinBin, visit their website: <https://www.binbin.tech/>