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Mekonomen Group invests in carpooling services with AI technology

Mekonomen Group becomes a part owner and invests in a new carpooling service together with the startup company Ezeride. The service is developed with the help of AI technology, targeting companies that want to reduce climate impact and offer their employees a sustainable alternative for job commuting.

Ezeride has developed a new carpooling app for companies that want to help their employees travel more sustainably. The service offers employees who drive a car the opportunity to share their planned car routes via the app and make it available to others in the company network to join the journey. As a driver, you can save travel costs and at the same time contribute to the environment.

"As part of Mekonomen Group's efforts to enable mobility, Ezeride is a brilliant partner. Through AI technology, Ezeride enables a better experience of shared mobility where the individual gets a full overview of the trip's cost, consumption and impact on the environment. In addition, the driver can feel safe by knowing who is traveling with them. Within Mekonomen Group, we see several possible solutions together with Ezeride", says Petra Bendelin, Director of Business Development & Strategy

"The idea for Ezeride was born out of the desire to contribute to the climate but also solve the traffic problems that our cities struggle with. In many cities, a large part of the property is used for streets and parking. In rural areas, the problem is the other way around and there is often a lack of public transport. Empty seats in our cars are untapped resources that can be used much better. We saw a gap in the mobility industry with great potential to make a difference", says John Olausson, CEO of Ezeride.

About Ezeride:

Ezeride develops shared mobility services using AI technology. Through a ride sharing service, the user can share their journey and car in a selected digital network via Ezeride's app. We want to transport more with less. Read more <https://ezeride.io/>

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Mekonomen Group consists of the leading automotive spare-parts chains in the northern Europe; FTZ, Inter-Team, MECA, Mekonomen and Sørensen og Balchen, with proprietary wholesale operations, over 470 stores and 3,600 workshops operating under the Group brands. We offer a wide and easily accessible range of inexpensive and innovative solutions and products for consumers and companies.