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Blue Duck Taps Joyride tech to power rapid fleet expansion

Joyride's tools facilitate Blue Duck's deployment to new markets

San Antonio, Texas, September 12, 2019 — Blue Duck Scooters has adopted Joyride's platform for managing fleet operations and rider experience. Joyride is a global leader in Mobility as a Service (Maas) whose applications enable Blue Duck's rapid deployment as it doubles the size of its fleet of scooters in coming weeks.

Joyride's software solution includes the user app that riders download and configure to unlock Blue Duck's scooters on their iOS and Android devices; the operator app that allows the field operations team to manage the fleet; and the web-based administrative dashboard which integrates payment processing and gives Blue Duck full control of all aspects of fleet management and customer support.

Blue Duck Chief Executive Officer Eric Bell said, "Joyride's industry-leading innovative platform is more secure, more reliable, and more scalable than our previous software solution." He added, "Blue Duck will become the partner-of-choice for cities, universities, and companies worldwide by offering our riders an exceptional experience they can't get elsewhere. Joyride will be an integral component of meeting that objective."

With Joyride's geofencing, Blue Duck can quickly roll out its fleet in full compliance with local ordinances, restricting its operations to those areas permitted by law and in observance of any local curfew regulations. Joyride's built-in Mobility Data Specification (MDS) and General Bikeshare Feed Specification (GBFS) APIs enable Blue Duck to share ridership data with its municipal partners. Finally, Joyride's hardware-agnostic platform allows Blue Duck to manage its fleet of scooters that consists of a blend of makes and models from different vendors.

Vince Cifani, Founder and CEO of Toronto-based Joyride said, "The folks at Blue Duck have a compelling vision for the future of micromobility. We are honored to partner with them in delivering an exceptional rider experience in all of their markets."

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Blue Duck Scooters is a San Antonio-based company with fleets of electric scooters in several cities in Texas and Florida. More information and links to their apps can be found on their website at www.flyblueduck.com.

Joyride is the world's leading micromobility platform, with a presence in over 50 cities and five continents. Launched in 2015 as a platform for bike share operators, Joyride has worked with governments, large-scale operators, and startups around the world to launch micromobility fleets and reduce the global carbon footprint. Learn how to bring micromobility to your city at www.Joyride.city