

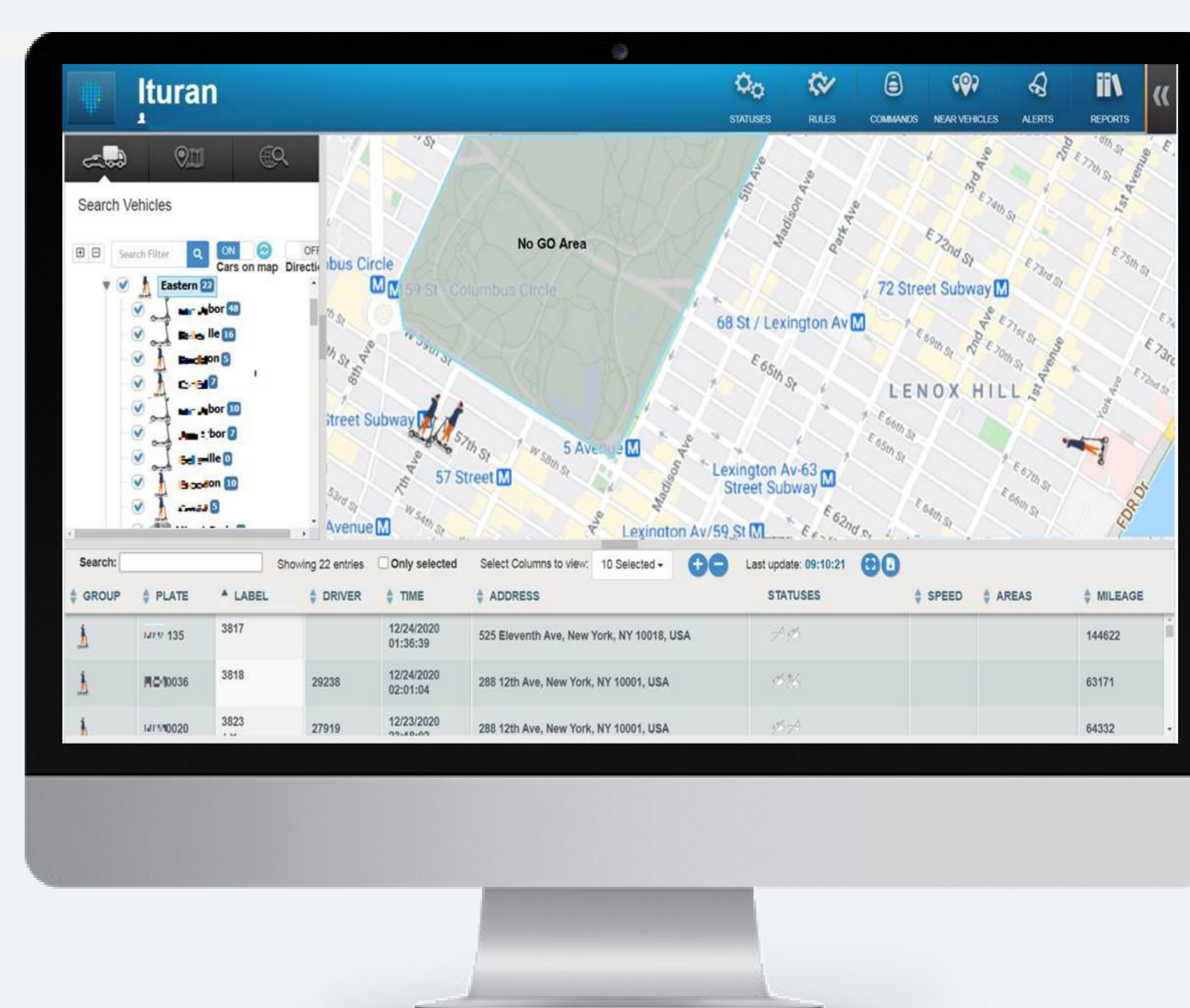
Helping courier partners protect their source of livelihood, micro-mobility vehicles



Industry **Micro-mobility**

Online sales are on the rise - from groceries through takeout food, clothing, home goods, and up to a variety of other consumer products. This has brought about significant growth in the delivery market to consumers, who expect efficient and speedy delivery of the product they have ordered online.

The increasing popularity of micro-mobility vehicles – electric bikes and scooters, has made them a perfect choice for last-mile delivery, creating a new courier model - drivers who use their privately owned vehicles for deliveries.



The Challenge

This new business model means that rather than managing a fleet of company owned vehicles, courier partners are required to use their own means of transport. This means that courier partners rely on their micro-mobility vehicle, not only for transportation, but as their source of income.

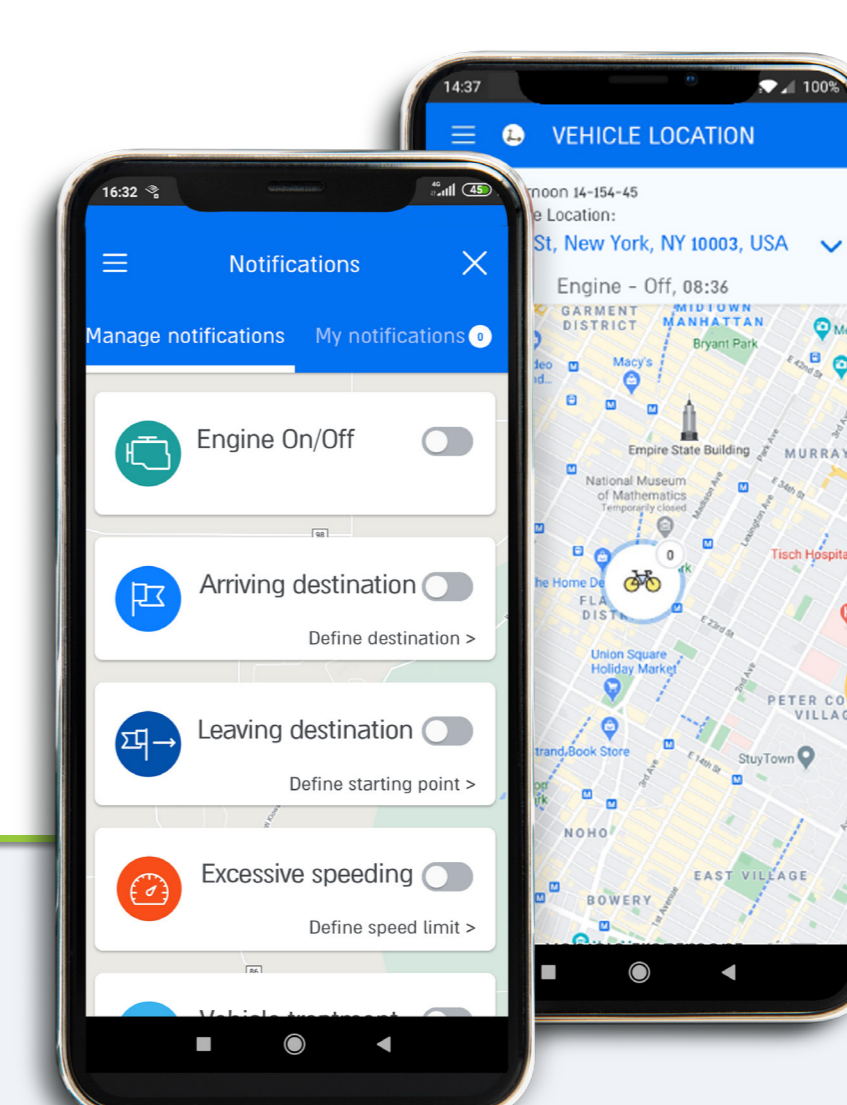
Micro-mobility vehicles are exposed to vandalism and theft. They are light, transportable, and their electronic protection is an easy prey for hackers. The challenge is to help courier partners protect their source of livelihood and reduce their downtime due to theft or vandalism.

OUR Solution

To help stop vandalism and theft, Ituran's TickTrack solution, enables 24/7 tracking of the location and usage of individual micro-mobility units, allowing owners to monitor their micro vehicle in real time, receive real-time alerts in cases of suspicious movement/use of vehicle, and act immediately when needed.

Courier partners who sign up to the service, install Ituran's tracking device on their electronic micro mobility - a small, easy to install device, with an operating voltage of up to 100V. In addition, they are asked to download an application which collects, analyzes, and saves information (30-days back), and sends them real time alerts relating to the following:

1. When a vehicle enters or exits a predefined area (geo-fencing)
2. When a vehicle is used outside of predefined permitted hours
3. When a vehicle is turned on or off
4. When a vehicle exceeds predefined speed limits
5. When a vehicle tilts, which could indicate theft



Amongst our customers, the Finnish technology company **Wolt**, known for its food-delivery platform, for example, chose to make Ituran's Tick Track solution available to its couriers as couriers' vehicles are used as an everyday, valuable mean of transportation.

TickTrack Plus

Ituran also offers recovery of stolen units through TickTrack Plus which operates a 24/7 call center and a recovery team in selected locations.

Most importantly, the application gives courier partners peace of mind that comes from their means of transportation and work tool is safe and secure.

