

Urb-it launches its sustainable delivery service in Bordeaux.

Paris, 14th June 2021 — *Urb-it, the green last mile logistics company, is expanding its services in the Southwest of France to Bordeaux, one of country's largest cities. Supported by the Mayor's sustainable initiatives, Urb-it will utilize Bordeaux's green landscape and promote soft urban mobility throughout the city.*

Pierre Hurmic, the new Mayor of Bordeaux, and member of green party *Europe Écologie Les Verts* has put several actions in place to make Bordeaux more environmentally sound. Mr. Hurmic's green initiatives include the greening of the city centre, the creation of micro-forests, and the development of cycle lanes to encourage soft mobility throughout Central Bordeaux.

Commencing in May, Urb-it will launch its sustainable delivery services throughout Bordeaux, and kick start the decarbonization process of the city. Urb-it's arrival will come as a welcome boost to Bordeaux's green landscape as it will promote soft urban mobility via delivery by foot, bike and cargo bike, the latter of which is still not prevalent in the city.

Martin Lehec, Urb-it Country Manager France commented, "We are very pleased to make Bordeaux the fourth city in France opened by Urb-it. This launch allows us to extend our field of action in France and have a first anchor point in the West of the country. The City of Bordeaux is full of innovative companies and major players in the retail sector, and we are looking forward to collaborating with them whilst strengthening our presence throughout France. "

With the recent Bordeaux operation, Urb-it is now on par to expand into other major cities such as Marseille, Toulouse and Lille, and other major cities in France.

References

About The city of Bordeaux:

Bordeaux is the one of the largest cities in France and has the most extensive urban environment in the world to be honored as a UNESCO World Heritage site.

<https://www.bordeaux.fr>

About Urb-it AB (publ):

Urb-it is a Swedish logistics company and Certified B Corporation™. Powered by a robust technical platform, and its community of Couriers, Urb-it offers a customer-centric end-to-end fulfilment service for e-commerce, retail, and the on-demand market. The company today operates in the UK and France and works with leading European brands.

The company's mission is to transform logistics with a human service that fights for the health of our cities. Delivering the last-mile exclusively on foot, bike or with cargo-bikes, Urb-it aims to reduce air pollution, noise pollution and congestion in Urban areas, while providing a delivery service that exceeds customer expectations. Our Couriers are carefully recruited and trained by Urb-it to provide excellent service. The solution is available to merchants via direct API-integration as well as through a range of leading transport management systems. Services include delivering the same-day, next-day, nominated day and returns, and can be fulfilled both from the merchant's online store and physical store network. www.urb-it.com

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