



eddy –
from “first mover” to
established shared
mobility service in
Düsseldorf

Wunder Mobility

eddy



Stadtwerke Düsseldorf, in partnership with Wunder Mobility, is an insightful example of how energy providers can develop successful e-sharing services and serve the community in different ways.

BRINGING NEW, INNOVATIVE AND SUSTAINABLE SOLUTIONS FROM DAY ONE

“Our goal is to develop new, innovative and sustainable mobility solutions for Düsseldorf and that’s how our journey with eddy, our electric moped sharing service, began in the summer of 2017” – Christoffer Zeppke, Innovation Manager at Stadtwerke Düsseldorf.

Launched in 2017 eddy is the first electric moped sharing service powered by the energy provider Stadtwerke Düsseldorf. The energy provider’s first fleet of 100 green mopeds quickly expanded with [150 Yadea G5L, Wunder’s co-developed e-mopeds.](#)

In early 2021, Stadtwerke Düsseldorf took full ownership of eddy and Wunder assisted the team with the transition.

EDDY – THE “FIRST MOVER” IN DÜSSELDORF

In 2017, the electro mobility market was still in its infancy in Düsseldorf. eddy's journey with emmy started that summer, when the Stadtwerke Düsseldorf decided to explore ways to provide zero-emission mobility to all Düsseldorfers.

After a smooth launch into the market, eddy's 100 green e-mopeds – powered with 100% renewable electricity - easily captured the attention of the local community, thanks to partnerships with local companies and eye-catching marketing actions like when the first 50 of these e-mopeds were all driven simultaneously in a line through the business area. **“As you can imagine, this was a very attention-grabbing start,”** says Christoffer Zeppke, Innovation Manager.

It certainly helps that eddy is a Düsseldorf original, especially as the electric moped has led the Düsseldorf carnival procession as its own “Mottowagen” or mascot vehicle. **“This shows the solidarity of the Stadtwerke Düsseldorf to the city, but also eddy as a part of the Stadtwerke Düsseldorf as well,”** says Christoffer Zeppke.





As the first player in Düsseldorf, eddy certainly benefited from the classic “first mover advantage.” They’ve had many loyal customers who have been using the service since day one. But they’ve also worked hard to make sure that they have an attractive offer, by ensuring that all of the mopeds are functioning, easily found, rented and driven. On top of that, they also ensure that the mopeds are always available within their business area.

However, as much as eddy and Stadtwerke Düsseldorf was able to make use of first mover advantages, they also had to identify their customers’ needs in order to build and maintain loyalty. For Düsseldorf, lending an ear to customers as well as considering the urban environment and city’s stakeholders is highly relevant, as this allows them to receive feedback and adjust their services and operations accordingly.

“It has always been important to us that eddy is an offer for Düsseldorf’s residents and visitors. At the end of the day, our name includes both “city” and “Düsseldorf”, and so we feel committed to that.” Christoffer Zeppke





BUILDING AN ENVIRONMENTALLY FRIENDLY INFRASTRUCTURE FOR URBAN MOBILITY

Eddy is more than just a shared mobility service. Rather, it is part of the new, green mobility ecosystem for Düsseldorf, which Stadtwerke is committed to shaping.


Large moped fleets like eddy's have an enormous demand for fully charged batteries. For shared mobility services like these to flourish, they need secure and professional charging infrastructure solutions.

Since the batteries have to be charged somewhere, Stadtwerke Düsseldorf developed a solution in the form of a mobile charging container. One of the things that helped here was the Stadtwerke's extensive experience and expertise in building charging solutions for electric cars.

Here, too, Stadtwerke has been a pioneer and has since been paving the way for electromobility in Düsseldorf by building an increasingly strong network of charging stations and fast-charging stations.

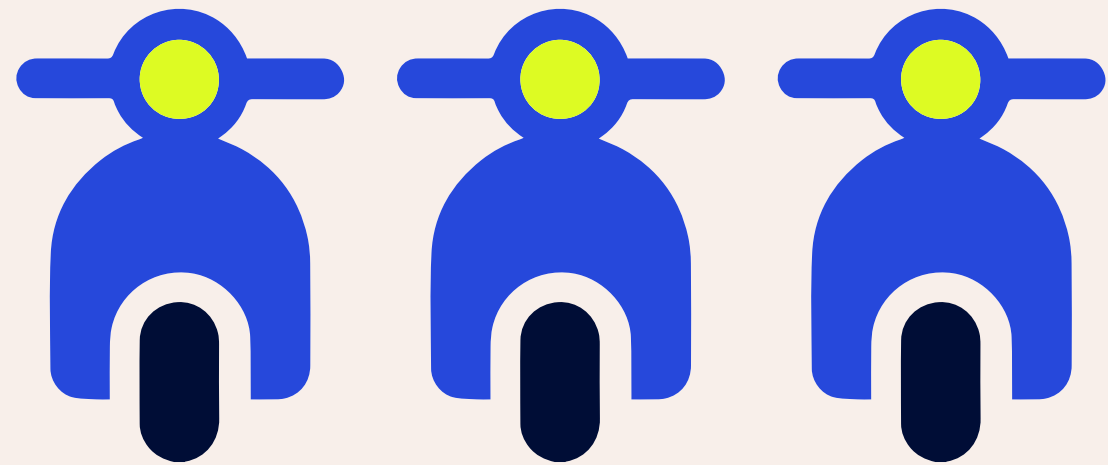
"We are moving in an area where off-the-shelf solutions are not yet established, and so there are always challenges that have to be tackled with new, creative solutions. It always makes me happy to see that this path is being taken in our company and that something new can be created in this way." Christoffer Zeppke.

With eddy and its charging solutions, Stadtwerke Düsseldorf is making its city and surrounding area a bit greener, both in terms of the cityscape and in terms of mobility!





WUNDER AS A RELIABLE PARTNER



"We were looking for a classic *"one-stop-shop"* software solution, and we found it with Wunder. It is definitely great to not have to worry about the software all the time, because this gives us the freedom to focus on operations, customer support and especially on the continuous development of the service." Christoffer Zeppke

When it came to choosing a software provider, Düsseldorf had clear ideas about what they needed – they wanted a solution that could allow them to manage the fleet and their customers "backstage", as well as offer their customers digital keys to their mopeds "onstage" in a designated app.

Thanks to the help and support of the Wunder Mobility team, eddy refined its offer, and grew their fleet. The mopeds are easy to find, rent and drive and operate in a larger area than when they first appeared on the market, factors that enhanced their popularity in the city.

On top of that, the team has also expanded the range of their vehicles, not only by growing the fleet with new mopeds, but also by expanding the business area that eddy operates in. Both of which have certainly contributed to the position they are in now.

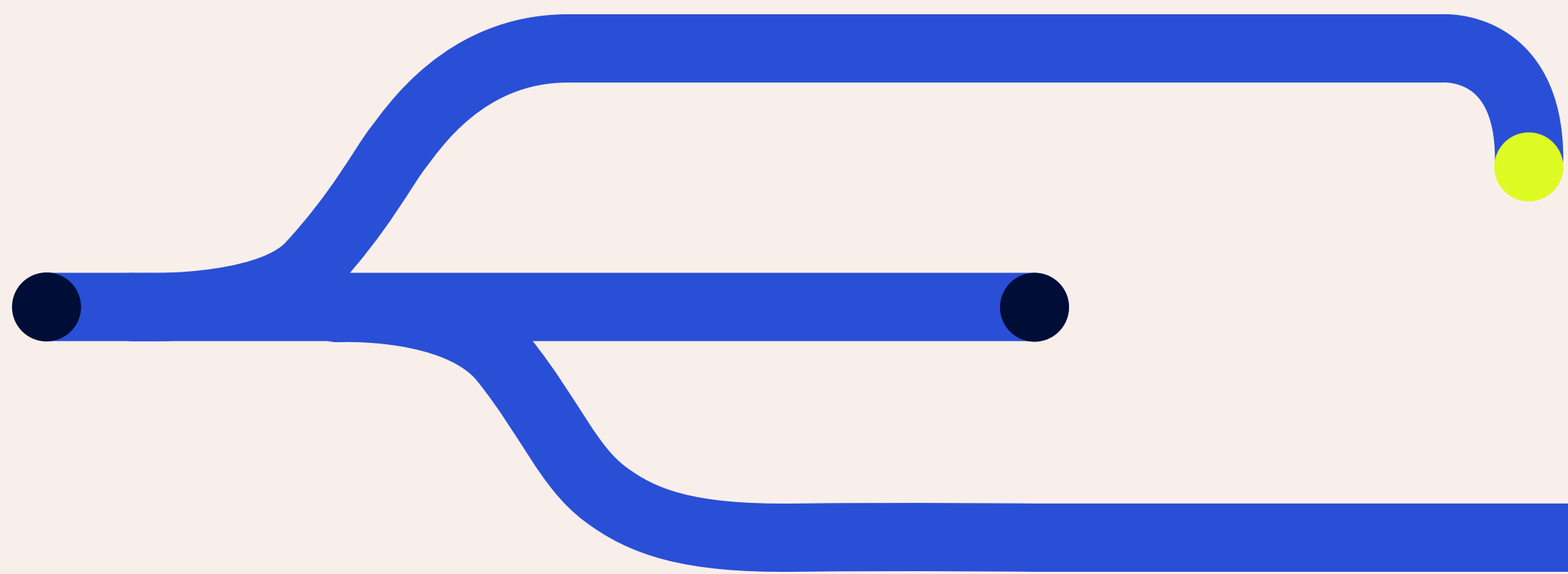


This year, eddy is adding 150 new Yadea G5L e-mopeds to their fleet. It's not the first time that they've purchased electric mopeds, but the market, and especially the supply side, is developing very quickly. And, with new suppliers coming onto the market who were not well known, but who have a wealth of experience, Wunder has opened the gate and made these vehicles accessible for the first time.

From the hardware to the software, this extension to hardware relates to the *"one-stop-shop"* principle. With Wunder, Stadtwerke Düsseldorf has been able to expand the vehicle side while dealing with fewer interfaces and challenges, so that everything runs smoothly and eddy's customers have fun with the mopeds.

"This season, we'll add 150 new Yadea G5L e-mopeds to our fleet, rejuvenating our fleet and making it even more attractive for Düsseldorfers with this exciting new e-moped model. This is another step in the four-and-a-half-year history of eddy that will continue to lead us and hopefully establish eddy even more among customers, and turn even more of those customers into fans."

Christoffer Zeppke





STANDING ON THEIR OWN **TWO FEET**

In 2021, eddy re-launched as a 100% Stadtwerke Düsseldorf owned project which brought some new challenges for the team.

Christoffer Zeppke says, "Standing on our own two feet brought a number of different challenges. We have mastered these challenges very well, thanks in particular to the right partners with the right know-how. It fills us with pride to be able to say: eddy 100 % Stadtwerke Düsseldorf."

For eddy and Stadtwerke Düsseldorf, it was not an 0815 set-up of the Wunder software. But Wunder lent its expertise and together with Stadtwerke Düsseldorf they overcame the challenges so that eddy could start without a break in the 2021 season. "Wunder wants to find the right software solution for us as well as answers to individual questions and has found them in our case," he continues.





"Ultimately everyone should put all their energy into what they do best, and also have the courage to hand over tasks – especially if you can hand it over to experts – which is what we did with Wunder. And so we have succeeded - and still succeed - in running eddy here in Düsseldorf and we're even going into renewed growth this season."

Christoffer Zeppke



WHAT'S NEXT FOR **EDDY**?

"Since the start in 2017, we have planted a bit of a sharing seed, so to speak, in Düsseldorf, and our aim is simply - to remain in the analogy - to let this plant blossom again with each new season. eddy should reliably bring the customer to their destination without emissions and ideally with fun and no stress." – Christoffer Zeppke.

With the new greener infrastructure that they are building in Düsseldorf, Stadtwerke Düsseldorf has the opportunity to bring more climate friendly solutions to their city and spark a transition to electric vehicles for residents and users of shared mobility services.



Wunder Mobility



Launch, manage & scale your vehicle sharing service

Our robust operations platform and customizable white label app offer an end-to-end solution to get your mobility sharing business up and running.

[Get started](#)

Wunder Mobility

