

Paris Olympics (2024)

How Lime delivered the world's largest sporting event



Introduction to Lime

- Lime is the world's largest and most experienced shared electric bike provider.
- Lime's mission is to build a future of transport that is shared, affordable and carbon free.
- Lime operates globally, including in the UK (London, Milton Keynes, Nottingham, Oxford, Greater Manchester) and in France (Paris and Greater Paris Region, Marseille, French Riviera, Lille).

250+

Cities

280k+

Vehicles

1 Billion

Rides

750m+

Zero-emission trips



Our service in Paris so far in 2025



**17
millions**
rides



**300k
active
users**
/ month in
average



**Average trip
lasts
13
minutes**
for **2.6 km**



**13
millions**
eqT CO2
saved

How Lime delivered for the world's largest sporting event



Overview

The Paris 2024 Olympic and Paralympic Games marked a historic moment for the city and France as well as for the delivery of shared e-bikes on a mass scale.

The Lime team is proud to have contributed to this resounding success.

Ensuring the mobility of tens of thousands of Parisians and visitors was a real challenge - with unprecedented demand, logistical constraints and road closures.

However, in partnership with the City of Paris and months of meticulous preparation, we met it with flying colors and deployed a large-scale operational system to ensure a smooth event.



- **3.4m trips**
- **620k users**
- **56% users were residents of Greater Paris**
- **60% of users used Lime to travel to a Games event**

Adapting our Operations

Extension of our Service Area:

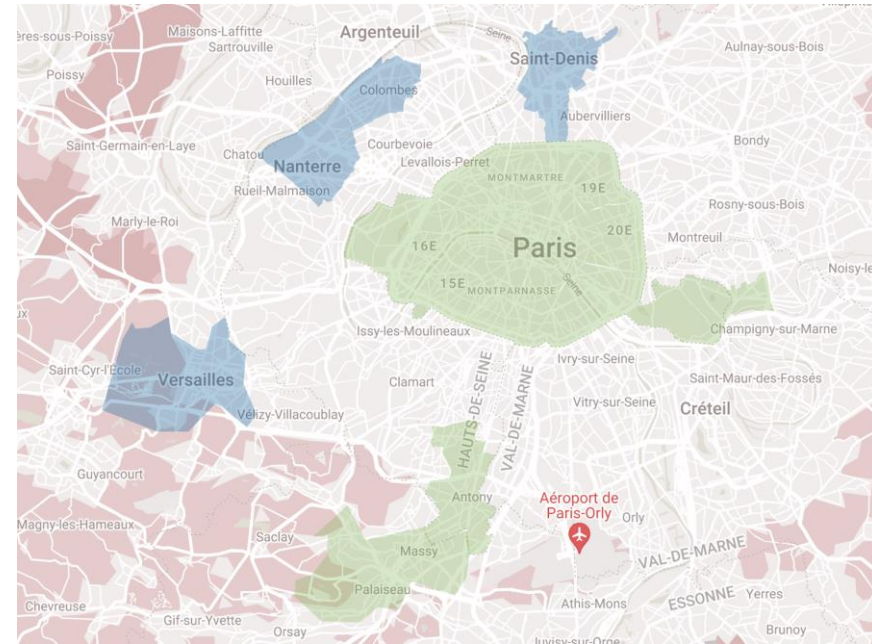
- In order to facilitate access to the Olympic sites, Lime extended its operational service areas across the city.
- This was done in collaboration with the communes of Nanterre, Colombes, Versailles, and Saint-Denis.

15,000 Bikes in Circulation:

- To support the ambition of making the Paris 2024 Olympic and Paralympic Games a cycling event, Lime provided an additional 5,000 additional bikes at request of the City, bringing its fleet to 15,000 vehicles.

Availability

- Lime maintained an average on-street availability rate of 96.5% (out of 15,000 deployed bikes, an average of 14,475 were charged, functional, and available for rental).
- Lime performed a daily average of 2,124 battery replacements and 295 in-field bike repairs.



Mobilisation

In total, 368 staff members were mobilised throughout the Paris 2024 Olympic and Paralympic Games to guarantee a smooth and efficient service:

- **Welcome and Visitor Guidance:** 46 Lime staff members were present at the 25 temporary giant bike parking areas located near the Olympic sites to guide and assist visitors.
- **Real-Time Fleet Management:** A dedicated control room, set up in our warehouse, allowed for real-time management of fleet distribution and bike parking, ensuring optimal availability.
- **Permanent Coordination:** A 24/7 hotline and on-call teams were put in place to ensure fluid communication with local authorities and the Games organisation, thereby guaranteeing maximum responsiveness to unforeseen events.



Parking

- In order to maintain order in the public space, Lime mobilized staff to move improperly parked bikes.
- On average, 3,648 bikes were repositioned each day in authorized locations.
- We covered 25 parking pins, non-stop during 16 days, 2 shifts, one from 8AM to 4PM and a second one from 4PM to 00PM.
- To reduce pressure on public bike racks, Lime carried out more than 1,200 rebalances per day and ensured the management of the temporary giant bike parking areas near the Olympic venues.



Usage



Headline stats

Lime delivered an +84.6% Increase in usage between Summer 2024 and 2023.

The summer of 2024 marked a spectacular increase in the use of Lime bikes.

- **3.4 million trips completed**
- **Over 628,000 users.**
- **More than 5 million kilometers covered**

Specifically during the Olympic and Paralympic Games (July 26 - Aug 12, Aug 28 - Sept 8) Lime recorded:

- **1.7 million trips**
- **401,000 users.**



Usage by Geography

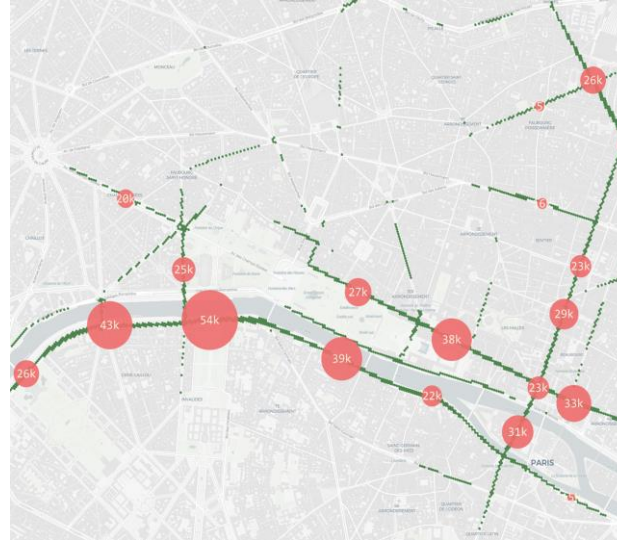
During the Games, **more than 265,000 Lime trips** began or ended near an Olympic site or a fan zone (within a 500-meter radius).

This represented over 17% of the trips made during this period.

According to our user survey, **60% of people stated they used Lime to travel to Olympic events**, highlighting the key role of our service in facilitating movement during the event.



Map of Lime Trips Starting at an Olympic Site, Paris, Summer 2024



Map of the Most Frequently Used Routes, Paris, Summer 2024

Overall Impact and Legacy



Offering a sustainable transport option

Sustainable impact

Lime's service was able to ensure sustainable emission free travel around Paris during the games.

It is estimated Lime's e-bikes saved **3,139.7 tonnes of CO2** and replaced **1586,518 car trips**.

The games also encouraged many residents and visitors to try Lime for the first time.

- 31% increase in trips made by first-time users
- Over 319,000 first-time users

Reducing congestion

Our service also reduced congestion and offered alternative transport to overcrowded public transport.

35% of users declared they used Lime bikes instead of public transport.



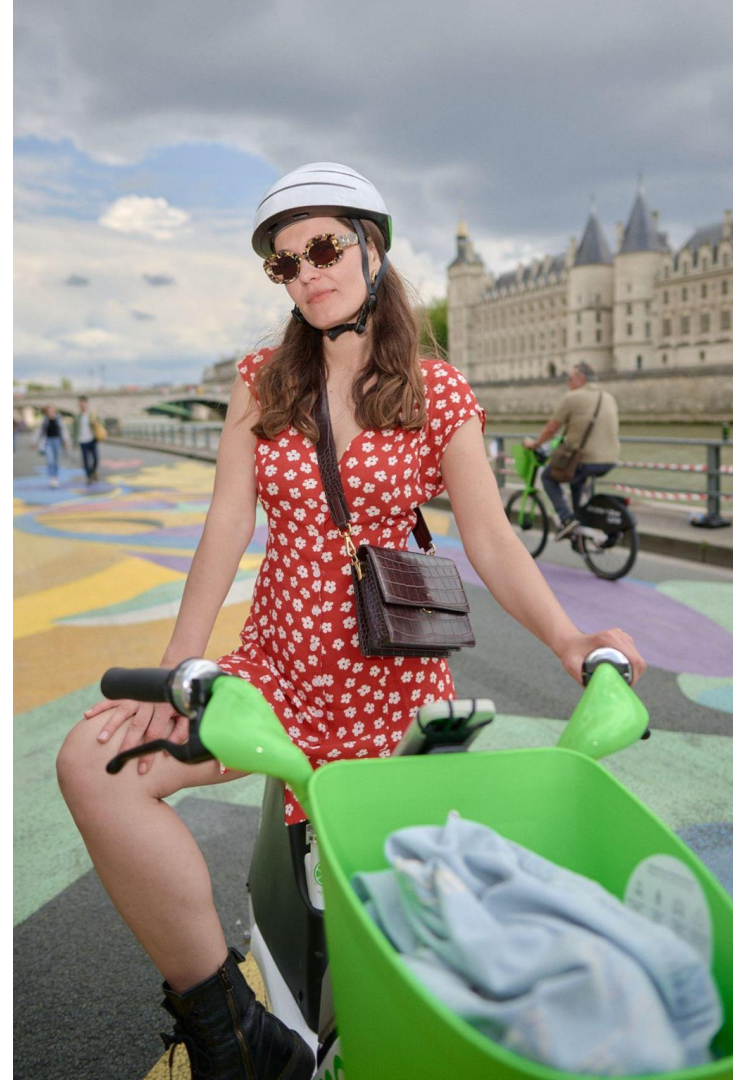
Legacy

The 2024 Olympic and Paralympic Games was a unique unprecedented opportunity to showcase how services such as Lime can play a key role in supporting international events – encouraging cycling and shared mobility as a crucial transport option.

Looking forward, it is clear that shared mobility and cycling can continue to go from strength to strength as a sustainable transport offer.

The expansion of the service zone for the games also reflects the desire for encouraging cycling not just in central Paris, but in the metropolitan areas like Massy, Sceaux, and Antony.

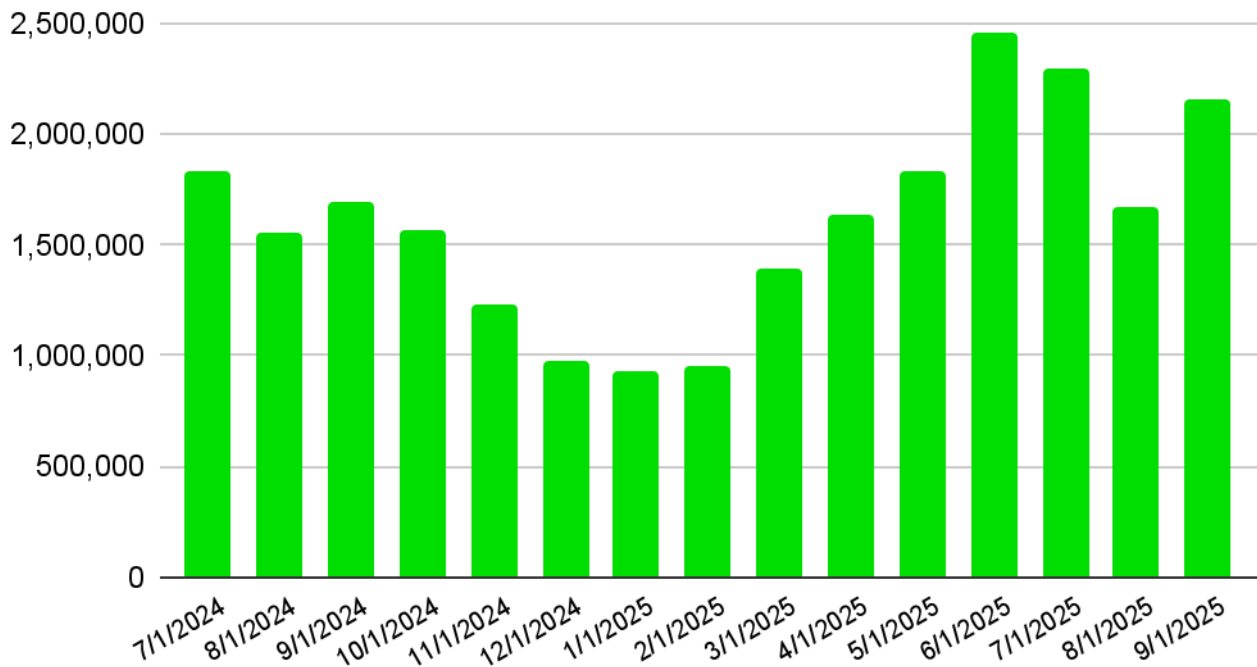
As Lime continues to grow in cities and towns across the globe, in particular in France and the UK, we can play a valuable role in growing cycling for all.





The Olympic Games set the ground for a “new normal”

Number of trips / month between July 2024 and September 2025





Thank you.

Reach out with any Qs!
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