

Urb-it expands operation to Strasbourg with Le Groupe La Poste

Paris, 22nd January 2021 –Green logistics provider, Urb-it has partnered with French postal service giant ‘Le Groupe La Poste’ to provide zero carbon last-mile deliveries to consumers in Strasbourg. The latest collaboration with the historical postal operator heralds a very good start to 2021 and fuels the strong growth of Urb-it’s current business in France.

Strasbourg’s low emission zones, road access regulations and subsequent future banning of large commercial diesel vans and lorries in the city’s Grande Île*, creates a favourable landscape for Urb-it’s green eco-fleet. La Group La Poste and Urb-it will capitalise on Strasbourg’s delivery road framework and combine to deliver faster, greener, and more conveniently from warehouse to the end-consumer.

Kevin Kviblad, CEO of Urb-it commented, “There is an urban revolution upon us with many European cities embracing new ways of constructing urban spaces, focusing on the people living in them, rather than the vehicles driving through them. Strasbourg is one example of a city transforming the landscape to improve the health of its communities by banning cars from its roads. At Urb-it, we are on a mission to fight for the health of our urban cities and form sustainable synergies with partners that can help us bring this to fruition. We are therefore excited to partner with the esteemed Le Groupe La Poste to revitalise urban logistics in Strasbourg, and with our eco-friendly vehicle fleet bring customer-focussed sustainable delivery solutions to its communities.”

Following the recent Strasbourg operation, Urb-it plans to expand and bring its sustainable delivery service and offer green convenience to other major French cities in 2021 such as Bordeaux, Lille, and Marseille.

References

*Strasbourg - delivery - Urban Access Regulations [Between 1 September 2021 and 1 September 2022 all commercial diesel vans and lorries maximum 7.5t will be banned on the Grand Île of Strasbourg}. Source: <https://urbanaccessregulations.eu/countries-mainmenu-147/france/strasbourg-delivery>

About Le Groupe La Poste:

Le Groupe La Poste is organized into 5 branches of activity (Services-Courrier-Parcels, La Banque Postale, La Poste Network, GeoPost, Numérique) and is present in more than 47 countries on 5 continents. In 2019, the Group generated sales of 26 billion euros, 30% of which was international, and employs more than 249,000 people. With the ambition of becoming the first company providing close-knit human services for everyone, everywhere and every day, La Poste is committed to making life easier. <https://www.laposte.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 delivery assistants (Urbers), 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 Urbers 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

The Company's Certified Adviser is Mangold Fondkommission AB who are reachable on +468- 503 015 50 or CA@mangold.se.

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