

Lime launch Parking Wardens to reward responsible parking



Tuesday 30 August, 2022: [Lime](#) – the world’s largest shared electric scooter and bike company – launched ‘Lime Parking Wardens’ across central London ahead of the Bank Holiday weekend, rewarding its e-scooter and e-bike riders that parked responsibly with a free ride.

Part of Lime’s commitment to safe and considerate parking, the Parking Wardens were stationed near busy e-scooter bays – including Covent Garden and Soho – and congratulated riders that parked respectfully with notices to incentivise continued responsible parking.

Lime’s ridership continues to grow in London, with the company recently celebrating a milestone of 7 million rides. The ‘Good Parking Notices’ aim to help educate riders on what constitutes considerate parking, with a free ride token to say thank you, as well as reminders and tips:

- Park all e-scooters in designated parking bays
- Don’t block pedestrian walkways or pavements
- Or entrances to underground stations or bus stops
- Park away from private properties
- Stay clear of driveways or accessibility ramps

Lime plans to launch its Parking Wardens in other London locations in the coming weeks as it looks to encourage parking best practices.



Hal Stevenson, Senior Public Affairs Manager at Lime UKI said *“Providing safe and sustainable transport is at the heart of what we do. We know most of our riders park responsibly and we want to thank them. The introduction of parking wardens enables us to reward our customers and help them better understand what constitutes responsible parking, and why it’s so important to ensure our service is inclusive. Our increased foot patrol also lets us correct any incidents of misparking in a time efficient manner, with the aim to make all journeys more efficient and enjoyable for all.*

“At a time when we face an air quality crisis in the Capital and a global climate emergency, the volume of people we’re seeing cycling in London is something to be celebrated. We’re proud to be working with London boroughs and transport partners to help create a more sustainable, accessible capital for everyone.”

To further help ensure its e-scooters and e-bikes are parked responsibly, Lime has a number of other measures in place. This includes fining, and banning repeat offenders of misparking from its service, as well as removing any vehicles that are reported as parked inconsiderately within 1 hour.

Lime has also expanded its foot patrol team by 50% to help meet extra needs during the busy Summer period. The team is dedicated to patrolling busy service areas and moving any e-bikes and scooters that have been misparked.

To report the inconsiderate parking of an e-bike or e-scooter, users and members of the public should contact: support@li.me.

-ENDS-

Notes to editors

For further information about Lime, please contact lime@wordsandpixels.co.

About Lime

Lime's mission is to build a future where transportation is shared, affordable and emission-free. As the world's leading shared electric vehicles company, Lime partners with cities to deploy electric bikes, e-scooters and e-mopeds to serve any trip under five miles. One of Time Magazine's 100 Most Influential Companies in 2021, Lime has powered more than 250 million rides in more than 200 cities across five continents, spurring a new generation of clean alternatives to car ownership.

Lime is the largest micromobility operator in the UK, having run its shared e-bike service in London for over three years, delivering over 7 million zero-emission rides to date. It also runs a successful e-scooter service in London, alongside similar trial services in Greater Manchester and Milton Keynes.