

PRESS RELEASE

French startup GAYA raises €2 million to become the preferred electric bike brand for urban families.

Press release on 23 May in Paris.



GAYA, the brand specializing in electric bikes for urban families, has raised €2 million from Via ID and Karmen. This is a major boost to the company's expansion in France and Europe, and the relocation of its production to France.

GAYA was founded in 2021 by Amélie Guicheney and Jacques Bonneville. The project took shape in the heart of Paris's 10th arrondissement, winning over 1,000 city dwellers in less than 9 months.

Their ambition is to offer a new concept in mobility with an affordable cargo bike designed to simplify the daily lives of urban families. Customisable for every use, it provides the peace of mind needed for regular city riding. The GAYA can carry several passengers and has all the visibility and comfort features of a scooter, plus a remote security system.

*"Jacques and I created GAYA with the aim of making life easier for urban families and having a lasting impact on cities. Thanks to constant dialogue with our customers, we have been able to design and adapt the bike to best suit their needs, while striving to keep the price affordable. Following the success of the first model, we're excited by the idea of being able to accelerate and roll out our vision more widely, including a component that's particularly close to our hearts: relocation." **Amélie Guicheney, co-founder & CEO of GAYA.***

To achieve its goal and position itself as the essential alternative for family mobility in the city, GAYA has raised funds from two financial players. Via ID, Mobivia's investment fund and accelerator for new mobility startups, which has invested €1.6m and has been supporting the startup since its inception; and Karmen, a leader in Revenue Based Financing for digital companies, which is providing GAYA with €400k.

This fund-raising will enable GAYA to accelerate its roll-out in major French cities and, from 2024, in Europe; on the industrial side, to relocate its assembly and part of its production to France; and finally, to develop a new range, in co-construction with its customers, planned for spring 2024.

*"We are proud to support GAYA through this round of financing. We met Amélie and Jacques in the early days of GAYA and have since built up a relationship of trust through regular interaction. We were immediately attracted by the complementary nature and professionalism of the founders. I'm firmly convinced that GAYA stands out from the market by offering a genuine bicycle solution: as well as a well-designed, reassuring bicycle with a distinctive design that can carry up to 3 children, the GAYA solution also offers servicing from 400 approved repairers throughout France, as well as a geolocation solution to combat theft. The growth of the cargo bike market is certain, with this category of bike providing a real alternative to the car for urban families and contributing to more sustainable mobility," **says Romain Lafitte, Via's ID Investment Director.***

The market for electrically-assisted bicycles in France in a few figures*

- A market worth €1.4 billion in 2022.
- 740,000 EABs sold in 2022.
- Growth of 90% in 3 years between 2019 and 2022.
- 33K freighters sold in 2022.
- Growth of 98% in 2022 vs 2021 for the cargo bike segment.

*Source: Union Sport & Cycles - Cycle Observatory - April 2023

GAYA in figures

- Turnover of €2.5 million in 9 months.
- 2,500 bike tests have been carried out since the brand was created.
- 1,000 bikes sold since GAYA was founded.
- 300,000 km covered by the first GAYA bikes.
- 65 tonnes of CO2 emissions avoided*.
- A presence in Paris, Lyon, Bordeaux and Nantes.

*Source: estimate based on the number of kilometres covered by GAYA bikes compared with the same distance covered by a combustion engine car, Impact CO2 calculator - ADEME.

About GAYA

Founded in 2021 by Amélie Guicheney & Jacques Bonneville, GAYA is reinventing urban life, promoting French know-how and making new mobility accessible in a sensible way. GAYA offers an affordable electric bike for urban families, available in two lengths: the Compact and the Cargo. GAYA bikes can be upgraded, with a payload of 160 kg, are secure thanks to a remote locking system, and are safe with their indicators, horn, headlight and brake light. In 2022, GAYA will open a workshop-boutique on the banks of the Canal Saint-Martin, where you can try out your bike and have it repaired. www.gaya.bike
[@gaya.bike](https://www.instagram.com/gaya.bike)

About Via ID

Via ID is the investment fund and the business accelerator of startups in new mobility of Mobivia (Norauto, Midas ...). Thanks to its hybrid positioning as an investor, an ecosystem and a startup studio, Via ID provides long-term support to the most innovative startups in the field of sustainable mobility to make them European leaders.

Today Via ID has a portfolio of 25 startups (including Vroomly, Heetch, Fifteen, VelyVelo, Reparcar, Beev...), teams in Lille, Paris and Munich and 3 major initiatives: the Moove Lab, the European Startup Prize for Mobility and the Mobility Club.
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