



Press release

Paris, 10 January 2023 Via ID, Mobivia's investment fund and business accelerator, has made a new investment in Germany with traxi, the leading European tech startup in self-service trailer hire. The funds raised will enable the company to roll out its solution in Germany and France, with partners including ATU and Norauto.

Disrupting the trailer hire service in France and Germany

The German startup traxi has developed a digital solution and innovative, patented hardware, enabling trailers of different sizes and models to be hired by the minute, 24/7, on a self-service basis, via self-powered kiosks. The traxi service is deployed in the car parks of car centres, DIY shops, furniture stores and hypermarkets, providing a complementary, local service for customers in these catchment areas.

Traxi has completed its first financing round of one million euros with Via ID, the investment fund and business accelerator of Mobivia, the European leader in multi-brand car servicing (ATU, Norauto, Midas, etc.).

Iakov Akishin, CEO of traxi, said: "Thanks to this financing, traxi can continue to strengthen its technological lead. We appreciate the trust-based collaboration with our new shareholders. With Via ID and the Mobivia group at our side, an enormous potential for synergy has been created, which we will use to decisively change the trailer rental system in Europe".

A key investment in a sustainable mobility solution for French and German customers

For Via ID, this is a new investment on a European scale via a German startup, as part of the usage-based economy. traxi provides an innovative complementary service that will enable the ATU and Norauto brands to strengthen their leading position in this segment. The innovation lies in the technology, which is ultra-connected, energy self-sufficient and requires very little civil engineering, making the service available at any time and for any length of time (rental by the minute, by the day, etc.).

"We are delighted to sign this new investment in Germany, a priority territory for Via ID and Mobivia, in a business that serves a very high-potential, easily scalable segment. In addition, it is an opportunity for partnerships with ATU and Norauto, which will gain access to innovative services, diversification of their activities, increased attractiveness and additional income for car centres", says Jean-Luc Rippinger, Venture Partner & Director of European Operations.

Roll-out across Germany

A.T.U, the Mobivia group's German multi-brand maintenance network, has been one of traxi's first partners since 2020. Already present in Gladbeck, Dortmund, Düsseldorf and Munich, the traxi service will be extended to the entire ATU network in 2023, with 24 new sites already being installed.

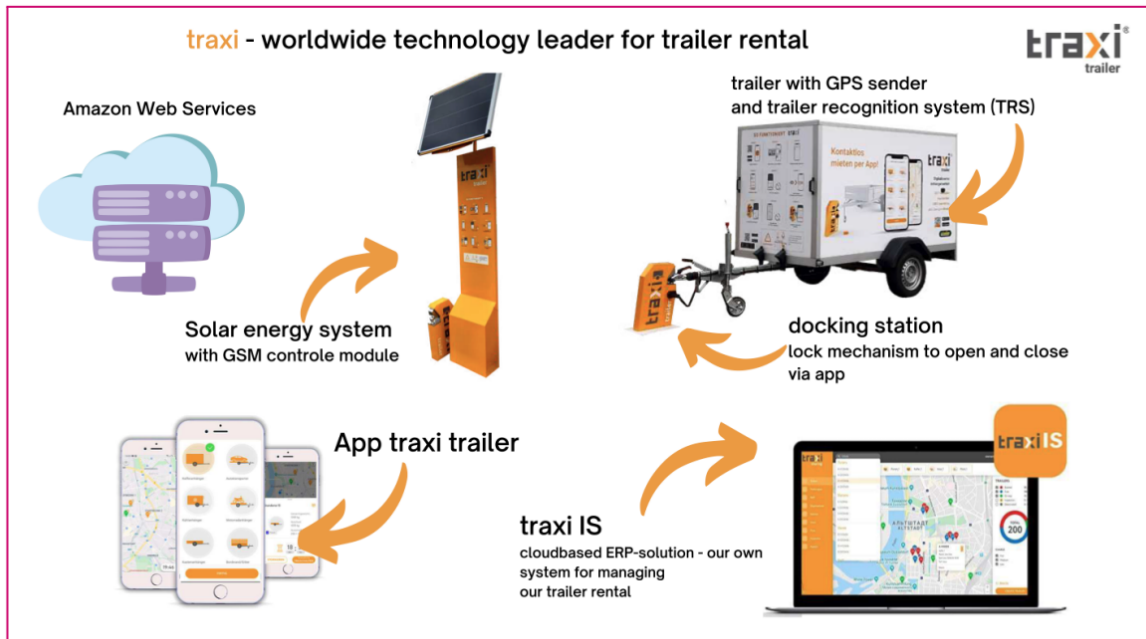
"As a partner to all motorists, we offer our customers solutions for their individual mobility," says Lars Heyne, Managing Director of Transformation at ATU. "Our cooperation with traxi is exemplary in this respect as a platform provider. With the expansion of the rental station, we will be able to offer even more customers simple and convenient trailer rental in the future."

Norauto to enter the French market in the first half of 2023

In parallel with the planned development in Germany, expansion in France will also take place in the first half of 2023. The first tests will be rolled out from February, in cooperation with Norauto, which will be able to expand its range of services and offer its customers trailer hire at any time and with complete autonomy.

"By acquiring a stake in traxi through Via ID, Mobivia and Norauto will be able to rapidly test this new service in 10 centres initially, and support the entrepreneurs as they conquer the French market. This project will enable us to take a further step in supporting our customers towards responsible mobility and enhanced solutions," says Pierre Heyraud, Norauto's Business Development and Partnerships Manager.





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.

www.via-id.com @via__id

About traxi :

traxi is Germany's first self-service trailer hire service. The Gelsenkirchen-based startup has developed an intelligent system that lets you hire a trailer 24 hours a day via an app. With just a few clicks, you can detach the trailer you want from the docking station. There are no hidden booking fees, deposit requests or penalties. Billing is by the minute, with the system automatically selecting the most advantageous tariff variant. traxi Sharing GmbH was founded in May 2020. At the beginning of 2021, the first pilot projects were launched in North Rhine-Westphalia. In the meantime, traxi is operating 20 locations in Germany. In line with its slogan "Make transport easy", traxi aims to offer its service with 12,000 trailers in 400 German towns and cities, and to expand it throughout Europe. www.traxi-trailer.com

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