

INTRODUCING SPIN

SPIN

What are we?

Spin is the micromobility unit of Ford Smart Mobility. Headquartered in San Francisco, the company currently operates dockless electric scooters and bikes in campuses and cities across the United States, with the mission of enabling movement for all types of communities.

In 2017, Spin was the first to launch a stationless mobility program for bikes in Seattle. It's since broadened its product offering to electric scooters, and will have launched dockless scooter-share programs in 100 cities and communities across the country by the end of 2020.



Who are we?

The team is comprised of passionate urban planners, consumer safety advocates, former government officials, and entrepreneurs. Spin's employees have previously worked at the Seattle Department of Transportation, MIT, Lyft, Tesla, and the United States Senate Committee on Commerce, Science, and Transportation. Everyone at Spin is committed to making our living environments more sustainable, safe, and enjoyable.

“Let’s say I take transit to my end destination and I still have a mile to go before I get to my office or my home. Scooters provide a really nice opportunity to cover that ground in a reasonable amount of time with a relatively low impact on the environment.”

— The head of a large transportation research institute in Virginia



“I honestly thought we could have used more scooters in the past. I really can’t think of how many times I have jumped in one, gotten from one end of campus to another in about a minute, and made it to class. This is a pretty great example of technology we use today that is beneficial, efficient and creative.”

— A college student in Memphis, Tennessee

Who do we serve?

In partnership with local transportation agencies, urban planners, and community groups, Spin has served college students, university faculty, tourists, young professionals, and communities underserved by existing transit.

Spin also partners with public agencies and real estate properties to fund and build infrastructure projects that incentivize sustainable transportation use, including lanes for micromobility, parking stations, and safer intersections. Of Spin's 400+ employees nationwide, 95% of them are employed — not contracted — and receive rigorous training on the maintenance and deployment of Spin scooters.

“I never touch my car anymore when I’m home.”

— A resident of Asbury Park, New Jersey

How does Spin work?

People can find Spin scooters on sidewalks, at designated scooter and bike parking areas, or at docking stations. They can scan them with their smartphones, and rides are \$1 or less to unlock. Spin has different options for people who are unbanked, or without a smartphone.