

Lime encourages young Londoners to replace their screens for real life experiences this Spring 2025

The “Ride for Real” Campaign

FOR IMMEDIATE RELEASE

LONDON, United Kingdom. (March 15th, 2025) – Lime, the world’s largest shared electric vehicle company, is proud to announce the company’s new campaign “Ride for Real”, which motivates young Londoners to spend more time outdoors instead of on their devices.

Lime has identified as an issue the excessive use of screens among Gen Z Londoners (ages 16-24), averaging over six hours per day. As a result, they develop feelings of stress, anxiety, and loneliness; so starting in the Spring 2025 season, “Ride for Real” offers biking as a solution and encourages young Londoners to enjoy real life experiences.

Cycling is a sport that makes people focus on the road ahead. When riding, it is inevitable to live in the moment, so it is a great way for young Londoners to get away from their screens while improving their physical and mental health. Besides, in line with Lime’s core values, electric bikes create no carbon emissions and provide a more sustainable way of travel than traditional methods like the bus or tube.

Cycling is a sport that makes people focus on the road ahead. When riding, it is inevitable to live in the moment, so it is a great way for young Londoners to get away from their screens while improving their physical and mental health. Besides, in line with Lime’s core values, electric bikes create no carbon emissions and provide a more sustainable way of travel than traditional methods like the bus or tube.

Therefore, for “Ride for Real” the company has partnered up with Lorenzo Chavez, a university student who switched his way of commuting and now rides a bike everywhere. “Thanks to cycling, I reconnected with myself and the city around me” says the brand ambassador. As a real life experience, biking has become a time he dedicates to himself, and allows him to explore London and meet others in the bike community. Lime hopes to extend this feeling to many more young Londoners and inspire them to choose biking as well.

London’s 360km of bike lanes make this goal possible, and Lime makes cycling easily available through shared bikes that can be borrowed all around the city. “Ride for Real” invites everyone, and especially Gen Z Londoners, to try it for themselves at our “Bikeathon” through Hyde Park on April 1st, where Lime bikes will be provided for free and everyone who completes two laps around the park will receive a medal as a “Real Rider”.

For an experience away from screens and into the world around, try Lime, and come ride with us the real way. For a closer look at what “Ride for Real” is about, visit <https://www.lime/rideforreal.com>.

About Lime

Based in San Francisco, California, Lime is the world’s largest shared electric vehicle company. Providing short-term rentals of electric bikes and scooters since 2017, the company offers convenient and reliable means of transportation in over 200 cities and 30 countries across the world. Lime’s mission is to build a future where transportation is shared, affordable, and carbon free, and is recognized internationally for contributing to the improvement of the transportation industry. With a total of 92M riders, Lime has helped save 3.1M tons of CO2 from the atmosphere and aims to increase its impact to 4M tons this 2025. Lime’s website at <https://www.li.me/about> explores the company’s identity, goals, and achievements more in depth.

Contact:

Juan Diego Silva, +4407394666800, jd.silva@lime.com

Assets:

For visual assets, visit <https://www.lime/visualassets.com>.