SPIN
Campus Scooter
Share Done Right.

Sustainable mobility with smart, stationless vehicles.
SECTION ONE

Product Overview
The Spin Scooter

Features
- Up to 15.5-mile range
- Built-in GPS
- Front-tire lock when parked
- Spin Charger network charges scooters daily without docking stations
- Standing position feels intuitive and secure
- Last-mile solution when sweat or creased clothes from a bike ride present a barrier

Affordable
- $1 per ride + $0.15 per minute

Safe
- Anti-lock brake system means fast stops with no skidding
- Aircraft grade aluminum construction
- Powerful LED front headlight
- Rear red reflector and light
- Puncture-resistant tires
- Large-diameter wheels handle road bumps
- Top speed limited to 12.4 mph
Educational screens
SECTION TWO

The World of Rogue Launches
Watch Out for Uninvited Guests

Bird scooters given 24 hours to exit West Lafayette

Bird scooters land in Athens, but may fly away

Bird scooters flood Columbia, MU wants them off campus

Ann Arbor threatens tickets after Bird scooters unleashed at UM

Surprise! Now your campus is covered in scooters.

City vows to give unauthorized rental scooters the boot

Controversial electric scooters appearing on UC’s campus may be here to stay

Sudden appearance of scooter-sharing system catches city, Texas Tech off guard

Scooters swoop onto campus

Bird and Lime scooters came to Minneapolis in mid-July, and the University of Minnesota is currently in discussions about usage on campus.

By J.D. DUGGAN

Bird scooters fly into East Lansing, taking over sidewalks

Bird is licensed by the city, but the sidewalk is public property.

Electric Bird scooters land in Chapel Hill, for now

Surprise, surprise. Louisville’s Bird scooter riders are breaking the rules

Bird Scooters Causing Headaches for College Towns Across U.S.

After quick stay in Nashville, Bird scooters flock to Memphis

BY MIRIAM TOCHER
"Limebike, you twice broke the trust, and you broke it a third time tonight, and three strikes and you’re out."

Councilmember Eric Friedman, Santa Barbara
City Council Meeting, June 2018
SECTION THREE

A System Controlled by New Mexico State
Spin’s Partnership Promise

1. Never launch without permission
2. Share usage data with partners proactively
3. Put safety first
4. Scale responsibly
5. User data privacy is paramount

“I think it’s quite outrageous that companies didn’t have permits to do this. I appreciate Spin — their business model is that they don’t operate until they have permits.”

Councilmember John Heilman, West Hollywood City Council Meeting, June 2018

“I’d like to acknowledge Spin — you didn’t rogue launch, so maybe you’d be a better partner to work with.”

Mayor Cathy Murillo, Santa Barbara City Council Meeting, June 2018

“…they’re doing it the right way,” he said. “Bird came in and didn’t pay any attention to local laws. This competitor group is saying, “Look, we want to know how we can work in Auburn. Tell us what we need to do.”

City Manager Jim Buston, Auburn Opelika-Auburn News, September 2018
Working with a preferred provider

01 NMSU Specific Deployments
02 Custom Branded Scooter
03 Liability & Insurance
04 Control Scooter Top Speed
05 Preferred Parking Areas
06 Extensive Data Sharing
07 Free Ride Promotion Partnership
Devoting all 250 scooters to New Mexico State

- Deployments dictated by NMSU
- Serve commuters outside the walkshed
- Last Mile connection from on-campus transit stops
- Parking lot amenity for parkers displaced by construction
- Connect across entire campus area
Custom New Mexico State branded scooter

All 250 Spin scooters on campus in NMSU colors - at no cost to the University.
Indemnifying NM State on every ride

- Most students won’t think twice before signing away their rights and hopping on a scooter - they’re certainly not worried about the risk of a crash or injury.

- In short, we step in to shield the University from liability in the event of a scooter incident.
Preferred Parking

Define parking in popular areas
As needed on campus, we can help place designated parking zones and guide users to them.
Data Sharing

With personally identifiable information removed, our data is your data, and we'll always share it.
Ride Credit and Free Ride Days

$2,500 in Ride Credit for you to direct. We’ll create promo codes as directed by NM State, up to $2,500 per academic year.

Free Ride Days
You can choose one free weekend ride day per month.
Spin’s Boise State Team

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