



#2024jeBASCULE

Decision-makers rally to shift Parisian taxis towards zero-emission

- With the support of Paris 2024, Hype has launched #2024jeBASCULE to get major taxi customers to send drivers a clear message encouraging them to choose a non-polluting solution for their next vehicle
- Paris 2024 partners, sports federations, public institutions, major private companies and civil society stakeholders are answering the call and mobilising to accelerate the switch of the taxi sector towards zero-emission

Paris, 2 August 2024 – Urban air and noise pollution is a critical public health and environmental emergency that can be tackled immediately, with significant concrete outcomes. The taxi sector in particular provides an essential public service but is also the main polluter among passenger transport services, as it still mainly relies on combustion-powered vehicles (diesel, petrol or hybrid) (1).

Taxi customers, and in particular major private and public decision-makers, can quickly shift the sector towards zero-emission (2) by clearly and visibly making it known that they have started using or have initiated a referencing process for a non-polluting taxi service, as a replacement (at least partial) for their current fossil fuel-based on-demand transportation services. This message is a crucial lever to make drivers “switch” in turn, i.e to choose a non-polluting solution for their next vehicle renewal.

In this context Hype, backed by [Paris 2024's historic commitment](#) to changing on-demand transport habits for the long term, has launched the [#2024jeBASCULE operation](#), unveiling a [“Special Offer”](#) for Paris 2024’s partners and all decision-makers (private and public organisations), immediately enabling them to access its 100% electric taxi service (hydrogen, battery, or both), without delay, without a subscription, and at the same cost as other service providers. This special offer includes access to Hype’s full range of services (classic, PRM, premium) on preferential terms.

Below is the first list of major taxi customers who, as pioneers, decided to pave the way.

PARIS 2024 OLYMPIC AND PARALYMPIC GAMES | NATIONAL ASSEMBLY
| SENATE | CITY OF PARIS | CHOOSE PARIS REGION | SOLAR IMPULSE
FOUNDATION | ALLIANZ FRANCE | CARREFOUR | AEROPORTS DE PARIS
GROUP | SNCF | RANDSTAD FRANCE GROUP | SLX | NESTLÉ | TOSHIBA
TEC | EUROP ASSISTANCE | INTER MUTUELLE ASSISTANCE | MUTUAIDE
| AXA PARTNERS | GROUPAMA ASSET MANAGEMENT | CPR ASSET
MANAGEMENT (AMUNDI) | BIRD & BIRD | FILHET-ALLARD | KION GROUP
| MONNOYEUR | HYVIA (RENAULT GROUP & PLUG) | FLY AMELIA |
AUDITOIRE | HAVAS EVENTS | UBI BENE | DOUBLE 2 | FNAC LIVE | BPI
BIG | FICADE GROUP - LES DÉCIDEURS | ASSOCIATION FRANCAISE
FRANCE HANDICAP | FEDERATION DES PARTICULIERS EMPLOYEURS
DE FRANCE | FRENCH SWIMMING FEDERATION | FRENCH EQUESTRIAN
FEDERATION | FRENCH DANCE FEDERATION | FRENCH
INTERNATIONAL SQUASH CHAMPIONSHIPS | PARIS BASKETBALL |
PARIS VOLLEYBALL

The extended list will be announced after the close of the Paris 2024 Paralympic Games, and the final list will be published this winter at a major Paris 2024 legacy event.

(1) A polluting vehicle is diesel, petrol or hybrid. Hybrid vehicles (which make up the majority of Parisian taxis today and are labelled as "Green" by the main taxi and VTC operators) are taxis based on the combustion of fossil fuels, with harmful consequences in terms of noise pollution, air pollution (NOx emissions and other local pollutants) and global warming (CO2 emissions).

(2) Zero tailpipe emissions, i.e. with a 100% electric engine (battery-powered or hydrogen-powered) and a Crit'Air 0 qualified vehicle.

About Hype and #2024jeBASCULE

Official Taxi Supporter of the Paris 2024 Olympic and Paralympic Games

Launched in Paris in 2015 at COP 21, Hype, an independent pure player in zero-emission taxi solutions, has been investing 100% of its capacity and resources for the past 8 years to immediately tackle pollution and global warming by enabling its customers and all drivers to travel without polluting and without paying more.

Hype offers the only 100% zero-emission taxi booking application for the full range of services (Standard, PRM, Premium) and all 100% electric technologies (hydrogen and battery), at no extra cost compared with polluting taxis

www.hype.earth | <https://hype.earth/2024jebascule/>

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About Paris 2024

The Organizing Committee for the Olympic and Paralympic Games Paris 2024 (Paris 2024) has the task of planning for, organising, financing and delivering the Olympic and Paralympic Games in Paris in 2024 in accordance with the host city contract signed by the International Olympic Committee (IOC), the French National Olympic and Sports Committee (CNOSF) and the City of Paris.

The Olympic and Paralympic Games are the leading sports event in the world and have a unique media impact, bringing together some 10,500 Olympic and 4,350 Paralympic athletes respectively representing 206 and 182 delegations from five continents. The Games are followed by over 13 million spectators and 4 billion viewers around the world and their impact as a global event of great sporting, economic and cultural importance is unparalleled.

Founded in January 2018, Paris 2024 is headed by Tony Estanguet, a three-time Olympic champion and IOC member. It is administered by an Executive Board (EB) that brings together all the project's founding members: CNOSF, the City of Paris, the state, the Île-de-France Region, CPSF, the Greater Paris Metropolitan Area, the Seine-Saint-Denis Departmental Council and representatives of the local authorities involved in the Games.

<https://olympics.com/fr/paris-2024>