LEO&GO

Leo&Go's biggest year yet!

Leo&Go closed 2025 with **8% EBIT**, marking its strongest year yet since the service launched in 2021.

How did they do it? The key factors can be attributed to evolving user behavior and the continuous improvement of operations.

Customers are now booking vehicles for longer amounts of time as Leo&Go saw a **31% increase in trip duration** with the average trip now lasting **144 minutes**. In addition, **pre-reservations** are becoming more popular than ever, as the option **increased by 30%** now accounting for **3% of total trips.**

Operations are running more smoothly than ever in part thanks to a range of advanced tools. **Enhanced fraud detection** helps the team identify and remove suspicious profiles before they ever get behind the wheel. A **smoke**

detection system automatically identifies smoking inside vehicles, while an **AI damage detection** alerts the operations team in real time when a vehicle experiences a shock or potential impact.

2025 in numbers

31%

Increase in average trip duration

30%

Increase in pre-reservations

144

Average trip length in minutes

10,400

New members

0%
Increase in prices

>0.5%

Overdues rate

Leo&Go in 2026

The year ahead will be all about leveraging new tools and marketing strategies to improve fleet utilization, customer aqusition and satisfaction, and team efficiency.

Key improvements for 2026

Increasing average trip length: Through targeted marketing campaigns, encouraging pre-reservations, and the introduction of the **Price Simulator** (more on that below).

Leveraging Salesforce more effectively: Using the CRM platform to run smarter marketing activations and automated campaigns.

Furthering the use of artificial intelligence to improve customer support: AI-powered agents will assist the customer support team in ensuring that problems are resolved faster than ever.

Updated Pricing Structure

As of January 1st, minor pricing adjustments were introduced:

- Unlock fee increased from **€1 to €1.49**
- Airport fee increased from **€9.99 to €12.99**

Despite prices remaining unchanged since 2024, Leo&Go has kept this year's increases to a minimum. M**aintaining these low rates helps the service stay competitive and**

accessible, encouraging more users to join and use the platform.

Spotlight on: Price Simulator
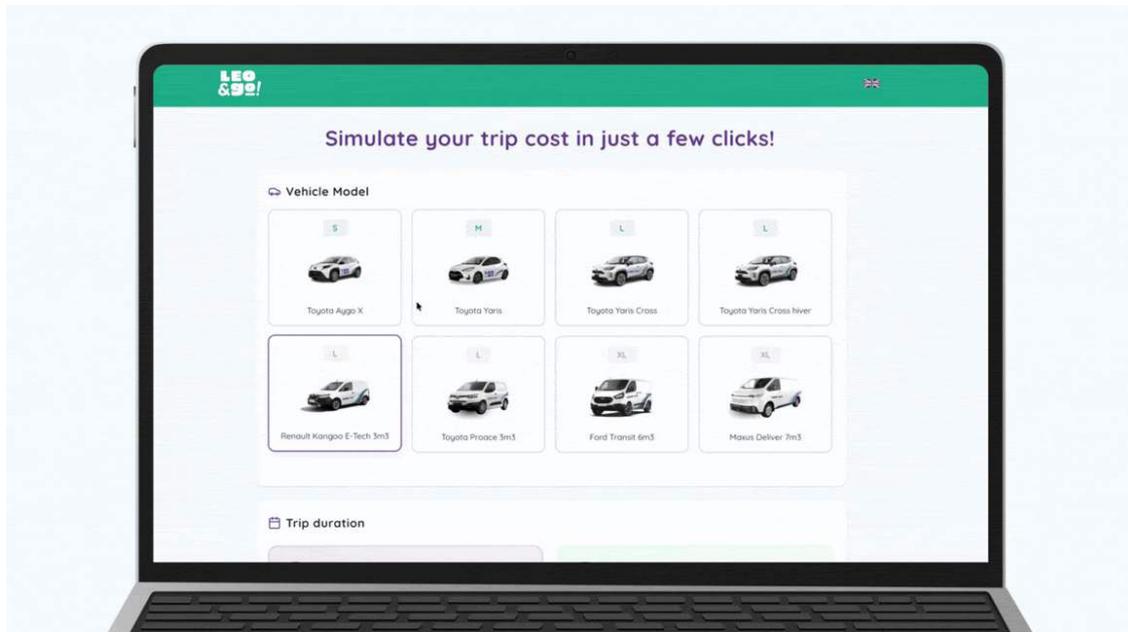
Leo&Go has recently introduced a new Price Simulator, designed to help users **better understand trip costs** before they book.

With the simulator, users can:

- Estimate the cost of a trip in advance
- Compare pricing options based on trip duration
- Plan their journeys with greater confidence

By providing clearer pricing visibility, **the tool enhances the user experience, encourages more pre-reservations, and helps improve overall fleet utilization.**

CHECK IT OUT

LEO MONTREAL

Interview with Serge Le Roux

Dealership groups are beginning to rethink their role in a market where relying solely on one-time vehicle sales may no longer be sufficient.

In this interview, **Serge Le Roux, CEO of Groupe MHT**, shares why the group teamed up with Vulog to launch **Leo Carshare in Montreal** and how shared mobility is opening new opportunities for dealerships.

"The vehicle is no longer just a product sold once. With shared mobility, it becomes an asset that generates value throughout its entire lifecycle."

READ THE INTERVIEW

Spotlight on: Mobility Packages

Leo Careshare has recently introduced **mobility packages,** which offer users advantageous monthly subscription plans. Depending on the tier selected, subscribers benefit from extra driving credits and discounts on driving minutes, additional kilometers, and access fees.

These subscriptions help generate **steady recurring revenue**, improve **fleet utilization**, and contribute to a **better customer experience**.

EXPLORE THE MOBILITY PACKAGES

Any questions, feedback, or requests
for the next edition?
We would like to **hear from you!**

CONTACT US