

# Case Study: Express delivery for e-scooters.



Speedy scooters – transported by GO! Express & Logistics. STREETBOOSTER GmbH, based in Herborn, Germany, manufactures e-scooters, primarily for consumers. GO! Express & Logistics quickly and reliably delivers the electric scooters to their new owners.

Compact and fast: e-scooters have become a popular alternative to cars, buses and trains, and they can also be a handy option to replace a bicycle. STREETBOOSTER manufactures e-scooters, mainly for consumers and companies. The Herborn-based company was founded by Jochen Dietermann and his son and nephew in 2019, and it is now one of the top five German manufacturers of electric scooters. And STREETBOOSTERS are in high demand: the company delivers approximately 8,000 to 10,000 units per year, primarily in Germany, Austria and Switzerland. A total of 20 people are employed in manufacturing, service and shipping. "The high quality of our vehicles and excellent service are the foundation of our success. Quality and service are vital; they are things you have to offer, and you have to have them fully in hand," Jochen Dietermann emphasises. Another important aspect is working with a reliable shipping provider, he adds. That's why in 2020, the company opted to partner with GO! Express & Logistics as its express delivery service. STREETBOOSTER cooperates closely with the GO! station in Gießen.

## Multiple models for an enjoyable ride

STREETBOOSTERS – which are available in seven models – are approved for use on the road by the German Federal Motor Transport Authority. The high-quality scooters reach a top speed of 22 kilometres per hour, have a range between 26 and 55 kilometres (depending on the model) and are easy to charge using household mains power. The patented folding mechanism allows the scooters to be conveniently collapsed into a compact size in seconds. A comprehensive service plan means that STREETBOOSTERS are highly durable, and when they are in need of repairs, they will be back on the roads very soon afterwards. Spare parts are stored in-house, ensuring that replacements are always on hand when they are needed.



Photo: Streetbooster GmbH

## High delivery volumes, pickup and hazardous materials

The STREETBOOSTERS travel their first few kilometres – from the manufacturing facility to the customer – in GO! Express & Logistics' delivery vehicles. But GO! handles more than just the delivery of new scooters. GO! also picks up the STREETBOOSTERS directly from customers when the scooters are due for regular inspections or repairs, and the company additionally transports replacement parts.

GO! Gießen offers a wide range of services for STREETBOOSTER. For many orders, GO! is able to meet customers' needs by providing next-day delivery. The company often has to transport high volumes of deliveries. STREETBOOSTER also uses the pickup service to retrieve e-scooters directly from customers. The successful, trusting partnership with STREETBOOSTER is an important contributor to GO!'s success. Today, GO! Gießen delivers approximately 25 times more STREETBOOSTERS and replacement parts than it did at the beginning of the partnership.



Photo: STREETBOOSTER GmbH

## Rapid shipment processing thanks to GO! Label

STREETBOOSTER has been using the GO! Label application for processing orders since the very beginning; GO! provides this application free of charge. Shipment data is transmitted to the GO! web portal, and the shipping label is generated on the spot. STREETBOOSTER was able to set up the software quickly and without any outside assistance, and the company integrated it into its own order system.

STREETBOOSTER customers receive the delivery information for each order. Individual customer requirements for delivery – such as a change in the delivery address – are passed on to GO! immediately, and the processes are updated accordingly. "A service like this, which is vital for us, simply isn't available from other delivery providers", Jochen Dietermann says. In addition, all GO! employees are familiar with the applicable legal regulations and requirements, provide comprehensive consultations and advice, and always try to find the ideal transport solution.



Photo: GO! Express & Logistics

Models that are in stock and orders that are received by 3:00 p.m. can be delivered to the recipient overnight upon request. GO! generally picks up the packaged STREETBOOSTERS directly from the factory around 4:00 p.m., in line with the production process and according to STREETBOOSTER's requirements. One of the major challenges is the sheer volume, says Jochen Dietermann. "We average about 30 shipments per day, but there are also peaks when we send out a three-digit number of packages in a day. We're really grateful for GO!'s flexibility in those cases; all we have to do is get in touch with our contacts at the GO! station in Gießen, and they can provide a lorry at short notice."

## Maintenance and repairs with almost zero delay

Once the scooters have travelled 300 kilometres, customers have the option to send their STREETBOOSTERS in for maintenance. At that point, or whenever repairs are required, GO! picks up the vehicles directly from the customer, after agreeing upon a window of time for the pickup. "GO! even

provides support if the original shipping carton is no longer available; the e-scooters can be packaged and transported in a way that ensures we receive them in perfect condition”, Dietermann says in praise of the delivery service. The rapid transport times mean that customers only have to do without their e-scooters for a few days – almost as though the repair shop is right next door.

## Reliable and flexible

Impressive express shipping, qualified to transport hazardous materials, and always happy to help if short-term changes arise:

“GO! was the only parcel delivery provider that not only promised all of these aspects in its portfolio; it also delivered on those promises in full”, Jochen Dietermann says. The company’s reliability and flexibility was a major plus, Dietermann adds: of the thousands of packages shipped, only one was ever damaged. “Cooperation with GO! has been consistently excellent. There’s always someone available whenever we have special requests. Our shipments to Austria and Switzerland also always go smoothly. GO! delivers the complete package: reliability, convenience and security.”

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## About GO! EXPRESS & LOGISTICS



GO! Express & Logistics is Europe’s largest independent provider of express and courier services. The global partner network was established in 1984 and currently comprises over 100 GO! stations in Europe. Around 1,400 employees and 1,700 drivers and couriers work every day to enable the transport of more than 10 million shipments per year (2023).

Under the motto “beyond limits”, GO! offers a comprehensive portfolio of logistics solutions ranging from regional courier transportation and global express shipping of goods, documents and extremely time-critical consignments to sensitive shipments or complex customer requirements. Its services also include tailored supply chain solutions and extensive value-added services 365 days a year and around the clock.

More information at [www.general-overnight.com](http://www.general-overnight.com)

## About STREETBOOSTER GmbH



STREETBOOSTER GmbH has taken micromobility to a new level. Since 2019, the company from Herborn, Germany, has been manufacturing e-scooters approved for use on the road, and it is among the top five manufacturers of e-scooters in Germany. A total of 20 people are employed in manufacturing, service and shipping. Customers include private individuals and companies, primarily in Germany, Austria and Switzerland. In 2024, Streetbooster introduced the new models Vega and Sirius into the market.

More on [www.streetbooster.de](http://www.streetbooster.de)