

# Bicelo: Offering a ‘Suite’ Hotel E-Bike Rental Experience with Joyride

From boutique hotels to five-star resorts, Spain’s top hospitality brands are handing over the handlebars to Bicelo. By combining premium e-bikes with Joyride’s connected mobility platform, Bicelo built an automated rental service that’s privately branded, remotely managed and quickly scaling to hundreds of locations across the country.



## HOSPITALITY IN MOTION

Originally designed in Stockholm, Bicelo’s high-end e-bikes are built with hotel guests in mind. They’re easy to ride, adjustable to fit any rider and sport a spacious front basket for shopping or sightseeing. Each bike is equipped with puncture-resistant tires, and can reach assisted speeds of up to 25 km/h.



For B2B partners, it’s an equally smooth ride. Bicelo’s model is simple: no startup costs, no bulky charging stations, no rental kiosks. The bikes are self-serve, payments are digital and support is available 24/7 through Bicelo’s branded Rider App. It’s a true plug-and-play amenity with zero hassle for hotel staff.

## TOP APP FEATURES

With the Joyride platform facilitating trips and transactions behind the scenes, revolving doors at hotels and resorts means recurring revenue for Bicelo.

### GROUP RIDE

Guests can rent up to four Bicelo e-bikes with one account, making it simple for families and travel companions to travel together.

### IN-APP BANNERS

Using Joyride’s in-app banner feature, Bicelo prompts guests to engage with self-guided audio tours that share local legends, hidden histories and must-see sights in Barcelona, Málaga, and Palma.

### GRACE PERIOD

A 10-minute grace period, configured in the Joyride dashboard, prevents charges for short rides and helps reduce billing-related support tickets.

### SMART PARKING & GPS TRACKING

Guests are required to return the bike to their hotel, where Bicelo routinely charges and services the fleet. Parking zones provide in-app guidance and built-in GPS tracking helps Bicelo keep tabs on their assets at all times.



## BY THE NUMBERS

The Joyride Dashboard serves as Bicelo’s remote command center, tracking ridership trends and user behavior across hundreds of private hotel fleets. With live maps, vehicle status alerts and event logs, their team stays ahead of issues—proactively protecting the guest experience and upholding five-star service standards.

**95%**  
Positive trip ratings

**90+ mins**  
Average trip duration

**120+**  
Fleets across Europe

“ You can’t just place bicycles at any hotel and simply sit back and wait for the cash to come in. There’s a lot of fine tuning and testing. The Joyride platform has been an essential tool to get us where we are today.

Anders Brusewitz Dahlberg, Bicelo, Co-founder and CEO

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## CASE STUDY



# BICELO

Private fleets across Spain  
[bicelo.com](https://bicelo.com)

## FLEET TYPE

Bicelo got its start building custom e-bikes, originally selling them directly to hotels. While hospitality partners loved the product, most weren’t equipped to manage bookings, maintenance or day-to-day rental fleet logistics.

## CHALLENGE

As interest from hotels increased, Bicelo’s founders saw an opportunity: build an end-to-end bike service tailored to high-end hospitality. With their own vehicle production already in place, Bicelo just needed smart software and IoT to bring their idea to life.

## SOLUTION

Since day one, Joyride’s shared mobility platform has powered Bicelo’s business. With features like Apple Pay and Google Pay built into the Rider App, international guests simply use their smartphone to locate, unlock and pay for their ride. Backed by intelligent fleet management tools and a stellar team, Bicelo has supported tens of thousands of paid rides, and countless priceless memories.

