

LESS CAR - MORE GO

# Moving Montreal: How Mulo Scaled Canada’s First Cargo Bikeshare with Joyride

Mulo is giving Montrealers a new way to move—on demand and emissions-free. Co-founded in 2025 by three locals passionate about mobility and urban planning, the service integrates electric cargo bikes and smart locks with Joyride’s intuitive Rider App and fleet management platform. The result is a practical, sustainable car alternative that’s moving goods, people and expectations in one of Canada’s most bike-forward cities.

## PEDALS WITH PURPOSE

Mulo’s fleet features three-wheeled, electric power-assist cargo bikes from Black Iron Horse. Chosen for their stability, ease of use and front load capacity of up to 110 kg, these urban pack mules can haul anything from groceries and pets, to home decor and film gear.



P

Café des Habitudes

x

mulo disponible / mulo available :  
9h - 21h



How to ride

FAQ

## TOP APP FEATURES

### HOW TO RIDE

Mulo uses Joyride’s How to Ride screen to give riders a quick overview of unlocking, pausing and returning bikes. It’s always available in the in-app Help Centre, helping new users—especially those unfamiliar with cargo bikes—ride with confidence.

### CUSTOM BILLING PLANS

Using Joyride’s flexible billing tools, Mulo charges riders in 30-minute increments and applies a lower rate when rides are paused. This allows users to stop for errands without paying full price for idle time.

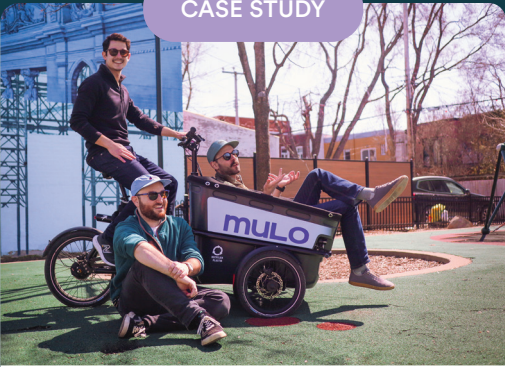
### VEHICLE RESERVATIONS

Since cargo trips involve planning (like picking up goods or coordinating a move) Mulo enables riders to reserve a cargo bike up to one hour in advance.

### DESIGNATED PARKING ZONES

Geofencing rules ensures that cargo bikes are returned to their original pickup point. Mulo’s five launch locations—hosted by local cafés and shops—keep the service rooted in the neighborhood and bikes easy to find.

## CASE STUDY



Montreal, Canada  
[www.mulo.ca](http://www.mulo.ca)

## FLEET TYPE

The first of its kind in Canada, Mulo is a self-service rental platform for electric cargo bikes. Available at five locations in Montreal’s Rosemont - La-Petite-Patrie borough, it’s a lightweight logistics solution with real urban impact.

## CHALLENGE

Montreal had strong options for on-demand mobility, but no mode that combined the flexibility of a bike with the cargo capacity of a car. Mulo’s founders saw the gap—but for most Montrealers, the cost and hassle to store a cargo bike outweighs the benefits. What if instead of owning one, residents could rent one, on demand?

## SOLUTION

Joyride gave Mulo’s founders a completely automated platform to turn their idea in an active service. Riders reserve and rent vehicles through a branded app, while integrated smart locks keep the bikes secure when not in use. Behind the scenes, Mulo’s team relies on the dashboard to track trips, manage issues and watch as their community connects in a whole new way.



## BY THE NUMBERS

Mulo uses the map view to monitor bike locations throughout the day, while trip tools allow the team to remotely lock vehicles and issue custom charges when needed. Early insights from the platform showed that 34% of trips lasted over 90 minutes, with average ride times increasing month over month. Weekend usage also outpaced weekdays—data that’s shaping Mulo’s plans for next season.

100%

Connectivity uptime

1h30

Average trip duration

450+

Users in one month

“

We chose Joyride for the ease of use and features that are specifically designed for shared active modes of transport. The app is clean and simple to use, which is important for our customers.

”

Louis-Philippe Tessier, Mulo, Co-Founder

Joyride’s vehicle rental platform enabled Mulo to launch quickly and operate lean. **Get started with your own fleet today.**

Request a Demo



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