

## PRESS RELEASE

### Embark Group sponsors Scotland's largest e-bike scheme launching in Dundee

Release date: 23 September 2020

The Embark Group ('Embark') today announces that it is sponsoring a new e-bike rental scheme launching in Dundee. A fleet of Embark-branded e-bikes will be available for public hire across the city from next month.

The new fleet of around 400 rentable e-bikes will form the largest scheme of docked electrically-powered bicycles in Scotland. The scheme, which will be called Embark Dundee powered by Ride-On, is developed and run by Ride-On, an international urban mobility company, in partnership with Dundee City Council.

This sponsorship is part of Embark's commitment to Dundee, following its purchase in 2019 of the advised and partnership client books of Alliance Trust Savings (ATS) and the former ATS building at 8 West Marketgait, in Dundee. This is now the Embark Platform and Group Operations headquarters, with Embark employing over 120 people in Dundee.

The e-bike scheme will provide the local community, including Embark employees, with an affordable and healthy means of transport, particularly valuable as people begin to return to workplaces following the COVID-19 crisis.

**Peter Docherty, Chief Executive, Embark Platform**, commented: "The number of people cycling has soared during the pandemic and we're proud to be involved in an environmentally friendly scheme that can support the local infrastructure of Dundee. Dundee is a key location for Embark and this is a further demonstration of our long-term commitment to the area."

**Mark Flynn convener of Dundee City Council's city development committee**, added: "We were pleased to help support the commitment Embark made to Dundee almost a year ago with the establishment of their permanent strategic operations centre in the city. That announcement was good news for employees and the economy of the city and since then Embark has gone on to cement its position in Dundee through its support of a number of initiatives most recently backing our first e-bike hire scheme."

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#### Editors' notes

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#### About Embark Group

Embark Group is a full-scale UK retirement solutions provider, active in the areas of Investment Platform, SIPP, SSAS, Fund Research and Employee Benefits Consulting. The Group trades under the brands Embark, Vested, Rowanmoor and The Adviser Centre. It also operates a wide portfolio of white label services for business such as RBS Coutts, Standard Life, Nutmeg, BestInvest, Charles Stanley, Moneyfarm and Wealthsimple. Businesses within the Embark Group have been established in the market for more than 40 years and have a long history of working closely with intermediary distribution partners and consumers of all levels of affluence.

The Group now has more than £35bn in assets under administration on behalf of c405,000 consumer clients, operating across nine UK locations (London, Bolton, Dundee, Edinburgh, Leeds, Leicester, Milton Keynes, Salisbury and Swindon)

Embark has been recognised as one of the most innovative Wealth Tech companies in 2019 and 2020.

[www.embarkgroup.co.uk](http://www.embarkgroup.co.uk)

### **About Ride On**

Ride On ([www.rideonglobal.com](http://www.rideonglobal.com)) is an international urban mobility company which develops proprietary technology and integrates best-in-class shared electric mobility systems in cities around the world, with projects that have become the standards in last mile solutions. Ride On's innovative business offers a complete mobility service as a provider, operator and as a mobility platform.

For additional information and advertising and sponsorship opportunities, please contact Cristina Pujolras ([c.pujolras@rideonglobal.com](mailto:c.pujolras@rideonglobal.com)).