

HELBIZ

Helbiz wears yellow: new partnership with Universal Pictures to win tickets to "Minions 2: The Rise of Gru"

August 8, 2022

Milan, Aug. 8, 2022 - Today, Helbiz is excited to announce a partnership with Universal Pictures Italia. The leading micro-mobility company is helping Minions fans get to the cinema via Helbiz scooters. This new and unmissable movie about the funny and faithful helpers of the villainous Gru will arrive this month in Italian cinemas.

Starting today, running through August, users in participating cities who scan the QR Code on any Helbiz scooter will have the chance to win two tickets to the film and an official Minions 2: The Rise of Gru gadget. In addition, fans who participate in the contest can win tickets to the exclusive preview of the film on August 8-10.

For this occasion, Helbiz will be wearing yellow. In select Italian cities where the micro-mobility leader operates, riders who find and ride a yellow Helbiz scooter will get a 20 percent discount on that ride. This offer will be available in the month of August in select cities like Rome, Catania, Bari, and Palermo.

This collaboration was made possible thanks to the support of Wepromo, a company that aims to offer its customers the opportunity to use interesting film content in their marketing campaigns. The film will be in Italian cinemas starting August 18. Riders must be over the age of 14, comply with Helbiz's terms of service, as well as all applicable laws regarding micro-mobility in their city.

Helbiz

Helbiz is a global leader in micro-mobility services. Launched in 2015 and headquartered in New York City, the company operates electric scooters, bicycles, and mopeds all on one convenient, user-friendly platform with more than 40 licenses in cities around the world. Helbiz uses a customized, proprietary fleet management platform, artificial intelligence and environmental mapping to optimize operations and business sustainability. With 2.7 million registered users, Helbiz is expanding its products and services for urban living to include live streaming services, food delivery, financial services and more, all accessible within its mobile app.

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Universal Pictures

Universal Pictures is a leading global entertainment company with a strong and diversified presence in film production and distribution. Universal Pictures International Italy directly markets and distributes films through its offices in Rome, promoting campaigns and product launch strategies that respond to the culture and trends of the area. Universal Pictures is part of NBCUniversal, a media and entertainment leader company in the development, production and marketing of entertainment, news and information for a global audience. NBC Universal owns and operates a valuable portfolio of channels focused on news and entertainment, a film company, major television production operations, the most important television broadcasting group, and world-renowned theme parks.

NBC Universal is a subsidiary of Comcast Corporation.

Wepromo

Wepromo was founded in 2012 with the goal of offering its clients the opportunity to use compelling film content in their marketing campaigns. We work with major entertainment companies such as Warner Bros. Entertainment, Sony Pictures, 20th Century Studios, Disney Pictures, Universal Pictures, Eagle Pictures, Paramount Pictures, Paramount Pictures, Warner Bros. Entertainment. Among the top brands involved in co-marketing activities: Alitalia, Cisalfa Sport, Euronic, VisionOttica, MiMoto.

At Wepromo, we rely on three core values to drive success: creativity, distinction and dedication. These three pillars form the basis of everything we do.