

Zed's Launches Smart Mobility Services in the Egyptian Market

Innovative Solutions Address Economic Challenges and Redefine Urban Transportation

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In a strategic move that marks the beginning of a new era in Egypt's smart mobility sector, Zed's has officially launched its digital platform offering innovative urban transportation solutions across major Egyptian cities.

This initiative comes at a crucial time amid rising energy costs, inflation, and continuous population growth. Zed's introduces a locally developed model that caters to the needs of Egyptian families by offering safe, efficient mobility while also empowering drivers and creating sustainable economic opportunities.

Ashraf Manour, Founder and Chairman of Zed's, stated: "With the Egyptian delivery services market expected to surpass \$256 million by the end of 2025, there's a pressing need for innovative, local solutions that directly address economic concerns and enhance the overall transportation experience. At Zed's, we're building our platform around a distinctly Egyptian vision focused on transparency, fairness, and full ecosystem integration."

Zed's: A Local Smart Mobility Platform Focused on Economic Sustainability

The company has commenced its first phase of operations in Alexandria, with plans to expand across all Egyptian governorates within the next nine months. Zed's aims to create over 200,000 driver opportunities in its first year and attract 2 million active users by the end of 2025.

This ambitious expansion reflects the company's deep commitment to serving local market needs through smart, efficient solutions built on cutting-edge technology.

Zed's strategy is grounded in offering a sustainable economic model that balances the interests of both riders and drivers. The platform operates with a transparent pricing system free of hidden fees or sudden surcharges, making it an attractive, reliable alternative to international competitors whose prices have risen significantly in the local market. Zed's also aims to reduce drivers' operational costs by offering the lowest commission rates in the industry.

Safety and Innovation in Every Ride

Zed's platform is equipped with comprehensive safety features, including AI-powered live trip monitoring, full audio and video recording of rides, and an emergency button that connects passengers directly with support teams at any time.

A standout feature is the "Pink Mode", allowing female passengers to choose female drivers exclusively, creating a safer and more comfortable travel environment for women.

In support of drivers, Zed's provides special financing programs to help cover fuel and maintenance costs, alongside health insurance and vehicle coverage. The company is also

committed to promoting green transportation by encouraging drivers to switch to electric and natural gas vehicles, reducing carbon emissions and fuel expenses.

Flexible Payments and an Enhanced User Experience

To improve accessibility, Zed's offers flexible payment options, including Buy Now, Pay Later (BNPL) in partnership with leading local banks. This approach broadens user access to smart transport services without the burden of immediate financial commitments.

Additionally, Zed's offers a unique in-vehicle entertainment experience, featuring movies, music, and sports content—transforming daily commutes into enjoyable journeys.

Strategic Partnerships Fueling Growth

Zed's has entered into strategic partnerships with leading financial and tech institutions in the Egyptian market. These collaborations enhance the value delivered to both drivers and riders, ensuring adaptability to shifting market demands and supporting the delivery of innovative financial services.

Download Zed's App: A New Chapter for Smart Transportation in Egypt

Drivers can download the app via <https://s.zedshub.com/pr>, while passengers can access it through <https://s.zedshub.com/upr>.

Watch the launch video here: <https://youtu.be/4Q72ojEFX6w?si=6qP-UGPKQa0Zkl2h>

The Zed's app is now available for download on Google Play and the App Store, enabling users and drivers to start benefiting from its wide range of smart features. Designed to be the go-to solution for affordable, secure transportation, Zed's is paving the way toward a sustainable digital economy in Egypt.