

 GROUPE
CITADELLE



Audrey Borius
Investment
& Communication Director

 | Insights

2024

**Most Influential
Women
in Mobility**



The Citadelle Group is proud to announce the appointment of Audrey Borius, the Group's Investment and Communications Director since early 2020, as one of the Most Influential Women in Mobility according to Vulog International's 2024 ranking.

Cyril Comte, CEO of the Citadelle Group comments: "For the Group and for Audrey, this is a great recognition, at a time when we are investing in Reunion and soon in Martinique, to bring the benefits of shared mobility to the ultra-Marins at a competitive and profitable cost. This is far from being a foregone conclusion, and the key to success lies in the adoption of these new mobility solutions by locally-targeted customers. This effort is largely driven by the energy and intensity that Audrey puts into this project, among many others for which she is responsible".

About the Most Influential Women in Mobility Report: Launched for the first time in 2019 by Vulog International, this annual report pays tribute to the women around the world who are driving change in mobility. By highlighting some of the industry's most dynamic women and their achievements, we hope to raise awareness of the important role women play in defining mobility and encourage a move towards greater gender parity.

THE CITADELLE GROUP

BORN FROM A CENTURY-OLD GROUP, CITADELLE IS A PURE PLAYER IN MOBILITY IN GUADELOUPE, FRENCH GUIANA, MARTINIQUE, MAYOTTE, AND REUNION ISLAND. ITS ACTIVITIES INCLUDE THE DISTRIBUTION AND SERVICES OF CARS AND MOTORCYCLES, AS WELL AS A SHARED MOBILITY INITIATIVE DEPLOYED IN REUNION ISLAND.

WWW.GROUPECITADELLE.COM
WWW.ZWAV.RE

DOWNLOAD THE 2024 REPORT :
[HTTPS://INFO.VULOG.COM/MOST-INFLUENTIAL-WOMEN-MOBILITY-2024](https://info.vulog.com/most-influential-women-mobility-2024)

ABOUT ZWAV

Founded in 2020 by the Citadelle Group, ZWAV is a micro-mobility operator on Reunion Island, deploying a fleet of electric scooters and scooters in the towns of La Possession and Saint- Paul. Its eco-friendly service is directly accessible to users on the island thanks to a mobile application that can be downloaded from www.zwav.re. ZWAV's ambition is to become the benchmark shared mobility operator in overseas France.

ZWAV'S COMMITMENTS

Availability & Reliability - ZWAV ensures optimum vehicle availability and reliability thanks to its battery exchange, vehicle repositioning and 7/7 maintenance services. In addition, for greater visibility and ease of use, ZWAV parking spaces are marked with specific road markings.

Carbon neutrality - ZWAV helps to improve living conditions for the people of Reunion Island, reducing CO2 emissions and traffic congestion. In addition, ZWAV teams carry out battery exchange and maintenance missions using a 100% electric truck, in line with the start-up's ambition to be carbon neutral.

CONTACTS

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