

Wolt and HaiCuBicla offered free bicycle safety checks during European Mobility Week

Wolt and the HaiCuBicla Association put the safety of bicycle couriers in the spotlight during European Mobility Week through an event held on 19–20 September at the Charles de Gaulle entrance to King Michael I Park.

Over the two days, couriers and other cyclists visited the stand organised with RVB PRO (Revizia Bicicletei), where they received free basic safety checks and minor adjustments to their bicycles, covering brakes, wheels and drivetrains. The first two hours of each day gave priority to bicycle couriers, who are among those most exposed to risks in urban traffic.

Wolt distributed 100 keyring-sized alert buttons to participants for use in dangerous situations or traffic emergencies. Bicycle couriers received priority. The devices offer an additional way to support the safety of people travelling on two wheels. Wolt aims to expand the project so that more couriers and other road users can access this practical tool when they need help.

The event in Romania is part of Wolt's broader support for road safety initiatives across several European markets. During European Mobility Week, Wolt also announced a one-year partnership with the European Transport Safety Council (ETSC), an independent European organisation specialising in road safety. The partnership will examine how urban infrastructure affects the safety of people who walk, cycle or ride motorcycles, including bicycle couriers.

In the coming months, ETSC will produce an evidence-based policy report examining issues such as intersection design, separated cycling infrastructure and speed management. The experiences of people who cycle through cities every day, including couriers, will be an important reference point for the analysis.

Turning experiences on the road into evidence

Alongside the bicycle checks, the event offered an opportunity to hear directly from couriers about their daily experiences in Bucharest traffic. Conversations highlighted where they feel most vulnerable, the situations they encounter frequently and the challenges that affect their safety while making deliveries.

The information collected by HaiCuBicla and Wolt could help build a clearer picture of the challenges faced by people who cycle regularly in Bucharest and inform proposals on cycling infrastructure and safety.

“The safety of couriers, and of road users travelling on two wheels more broadly, is a priority for Wolt. We believe it requires both practical measures and a better understanding of their everyday experiences in traffic. Through this event with HaiCuBicla, we wanted to bring these two approaches together: practical support for people who cycle every day and a space where their voices can be heard. The initiative is a natural extension of Wolt’s work at European level and its partnership with ETSC, through which we want to contribute to a discussion about road safety grounded in evidence and real experiences,” says **Elena Petrescu, Public Policy Manager, Wolt Romania**.

“This weekend gave us the chance to speak directly with people who spend many hours on their bikes and know the realities of Bucharest traffic well. Beyond the bicycle adjustments, it was important for us to gather their experiences and better understand where problems arise and what makes cyclists feel vulnerable. This information is valuable if we want discussions about infrastructure and road safety to start with what happens on the street,” says **Oana Turturică, President of the HaiCuBicla Association**.

The partnership with ETSC builds on Wolt’s road safety initiatives across Europe. In Germany, the company works with DEKRA on an online training course for couriers. In Czechia, it is developing road safety activities with Dám respekt, while in Hungary it has signed the Budapest Safety Charter alongside the municipality.

In Romania, Wolt and the Coalition for Road Safety organised the Road Safety Ambassadors pilot project earlier this spring. Through the project, 25 courier partners took part in road safety training tailored to delivery work and a practical first-aid workshop. The collaboration with HaiCuBicla continues these efforts and aims to bring couriers' experiences into discussions about urban infrastructure and safety.

About Wolt

Wolt is a local commerce platform headquartered in Helsinki, with a mission to build technology that brings joy, simplicity, and opportunity to neighborhoods around the world. Wolt connects people who want to order food, groceries, or other goods with those who want to sell and deliver them.

To make this possible, Wolt develops a wide range of technologies – from logistics solutions to retail software, financial services, and its own grocery stores under the Wolt Market brand.

Wolt was founded in 2014 and joined DoorDash in 2022. Together, DoorDash, Wolt, and Deliveroo (acquired by DoorDash in October 2025) operate in over 40 countries. In Romania, Wolt has been active since May 2025 and is now present in 34 cities and surrounding areas, including: Bucharest, Timișoara, Cluj-Napoca, Brașov, Iași, Sibiu, Craiova, Bacău, Pitești, Arad, Galați, Constanța, Oradea, Târgu Mureș, Ploiești, Suceava, Focșani, Botoșani, Baia Mare, Deva, Satu Mare, Vaslui, Râmnicu Vâlcea, Brăila, Alba Iulia, Buzău, Târgoviște, Piatra Neamț, Sfântu Gheorghe, Reșița, Slatina, Drobeta-Turnu Severin, Târgu Jiu, and Zalău.

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