



Observatoire Europe-Afrique 2030

### Data Sheet n°12

### Enterprise : MellowVans (South Africa)

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Degree of accuracy of the information displayed in the Data Sheet: High

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## 1. Activity of the enterprise

The company MellowVans was founded in 2013 and employs about 40 people.

MellowVans are South African-developed and manufactured road-legal three-wheel electric delivery vehicles that provide low-cost and emission-free last-mile transport for e-commerce distribution.

The vehicles are popular among South African brands who deploy them as part of their delivery fleet, including Takealot, Spar, Woolworths and DHL.

The vehicles are manufactured at MellowVans' Stellenbosch factory using 70% local content.

In October 2024, MellowVans has partnered with Itemate Solutions to launch a new mobile store solution for African telecommunications companies. Following a successful proof-of-concept with telecommunications group Telkom, an adapted version of the vehicles, tailored to the needs of telecommunications companies across Africa, is being deployed. The MellowVans EVs, paired to a custom point-of-sale platform developed by Itemate, create a mobile storefront from where agents can provide customer service, sign up new customers, complete RICA processes, sell airtime and complete SIM card registrations.

## 2. Product Range

The vehicles have a range of 130 km per charge, which at current Eskom rates translates to a 15c/km cost.

The autonomy is over 100km per charge, with extender options. On-board, actively cooled chargers provide simple charging when connected to the common 230V domestic power sockets.

The lithium battery offers high energy density and safety, while the 48 V motor supplies maximum thrust

Each vehicle runs at less than 1 US\$ per day.

Several battery packs can be operated in parallel, giving more range when needed.

Options as active cooling and cold chain solutions are proposed.

The company's platform offers vehicles with a large cargo capacity, regenerative braking, and an IoT system for data generation and route planning, enabling e-commerce businesses to deliver more efficiently and cost-effectively.



### 3. Sources of information

<https://www.mellowvans.com>

Novembre 2024

<https://www.engineeringnews.co.za/article/locally-built-evs-launch-new-mobile-storefront-for-african-telcos-2024-11-04>

### 4. Contacts

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