

Ocado Zoom launches trial of electric assisted and pedal-powered vehicles

Innovative refrigeration capabilities to allow for more orders per delivery, which further reduces the number of vehicles on the road

Press Release
2nd February 2021

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Ocado Zoom, the rapid grocery delivery service owned by Ocado Retail, has launched a trial of electric assisted and pedal-powered vehicles at its flagship site in Acton, West London. The trial started on 28th January and will run until 10th February and customer feedback has been very positive.

The vehicles involved include electric refrigerated vans, refrigerated EAVs (-electric assisted vehicles) and pedal-powered cargo bikes which can travel up to 40 miles thanks to innovative refrigeration capabilities. This means that they can deliver more orders per trip taken. More drop offs during the same journey results in a more efficient delivery service and fewer vehicles on our roads.

Every delivery made in these new vehicles is zero-emitting and replaces the need for the use of a petrol van, car or moped. We estimate this results in a saving of 7.7kg - 9.6kg of emissions per vehicle per day.

Ocado Zoom customers can choose from a range of 10,000 products including fresh food, baked goods, frozen items, everyday baby necessities, household items and much more. They can then choose whether they would like to receive their delivery ASAP or later that same day. The fastest order on record is eight minutes, with an average delivery time of 40 minutes. Minimum order spend at Ocado Zoom is just £15 and delivery typically costs £2.99. The service, launched in 2019, has already proved immensely popular, especially during the pandemic.

George Dean, Head of Ocado Zoom said: “We’re really excited to see a new generation of vehicles out on the road. We’re committed to reducing our carbon footprint and being the best neighbour we can, whilst delivering groceries to our customers as fast as possible. This trial is an important step in what I hope will be a rapid expansion of our non-emitting fleet”.

As part of Ocado Retail’s expansion plans, Ocado Zoom will open several more sites around London by 2025, enabling more customers than ever to receive their groceries delivered within an hour. Electric vehicles used for ocado.com orders are also set to increase this year.

The trial is part of Ocado Retail’s target to become Net Zero by 2035. Ocado Retail also has a range of sustainability initiatives already in place, including its commitment to plant 100,000 trees in partnership with UK charity, Trees for Cities and a detailed roadmap to carbon reduction.

For all the latest news and images, please contact the Ocado Retail Press Office at ocadoretail@tulchangroup.com

Notes to Editors

Photos attached: Electric Assisted Vehicle from Ocado Zoom, Acton.

About Ocado Zoom

Ocado Zoom is Ocado Retail's same-day grocery service. With over 10,000 products available including fresh food, everyday baby necessities, household items and much more, customers can have groceries delivered in a same-day slot of their choice. Ocado Zoom is perfect for topping up your cupboard staples or ordering something special for dinner.

About Ocado Retail

Ocado Retail Ltd is a joint venture between Marks & Spencer Group and Ocado Group. It is responsible for Ocado.com and Ocado Zoom.

With over 639,000 active customers, we are the world's largest dedicated online supermarket. Customers benefit from an unbeatable range of over 50k products – including big-name brands, the full M&S food range, and Ocado Own Label products – unbeatable service, with more than 97% orders accurate and on-time, and the most sustainable grocery proposition with the lowest levels of food waste (0.04%) of any British grocer.

Every order is carefully packed in one of our three distribution centres using world-leading software and technology. Shopping is then delivered direct to customers using a network of regional spokes in one of our vans. Ocado developed the first grocery shopping app in 2010 and continues to develop and innovate to offer their customers the best possible experience.