

Nigeria's Max launches on-demand motorcycle transport

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Nigerian e-courier startup, Max, has launched a new on-demand motorcycle transportation service, MAXGo, in Lagos, addressing the city's road traffic congestion.



Wesley Tingey

Launched in August 2015 [as an e-delivery platform](#), Max has announced its expansion beyond logistics to provide mobility solutions, now focusing on both package delivery and people transportation.

The startup said it was prompted to develop MaxGo in response to the high levels of road congestion in Lagos, which makes commuting across the city very time-consuming.

"With vehicle road density (vehicles/km) at 227 compared to the national average of 11, Lagos is in dire need of bigger better roads, or more efficient ways to navigate the city," says Max.



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"Enter MaxGo [... which] connects a crowdsourced network of highly trained motorbikers, popularly called Champions, with individuals trying to get around the Lagos Metropolis."

To access MaxGo, users need to [download the app](#), and register. Following registration, users can call a motorcycle ride in real-time; and pay with a local Visa card, Mastercard, or with cash.

Each ride includes insurance for both the passenger and driver, as well as helmets for both and disposable hairnet.

“MaxGo motorcycles are able to move at more than twice the speed of a car in Lagos traffic, take up less space, and cost a lot less to maintain,” the startup says.

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