

Mober electric delivery fleet at GreenHub. Photograph: Mober.

Can a Delivery Fleet Go Electric? Mober's Logistics Transformation

Philippine logistics business Mober is testing how electric delivery vehicles can move from pilot projects into operational fleets and regional contracts.

Mober · Electric logistics / last-mile delivery · Philippines
GCEIP Editorial Desk · 14 November 2026

The invisible cost of a delivery promise

When an online order arrives on time, the customer rarely notices the vehicle that carried it. For logistics operators, however, that vehicle determines a significant share of cost, reliability and environmental impact. Mober, a Philippine technology-enabled logistics company, is building a business around electric delivery fleets. Its task is difficult because logistics has little patience for experiments that interrupt service. A vehicle must finish the route, the driver must be supported, charging must fit working hours and the economics must make sense when promotional enthusiasm fades.

From booking platform to fleet operator

Mober began as a technology-enabled delivery service and developed into a provider working with enterprise customers. As its electric-vehicle operations grew, the company built the charging, routing and vehicle-management capabilities needed to serve businesses with regular delivery demand. A logistics contract is judged through dispatch accuracy, punctuality, uptime

and cost. Electric vehicles can reduce some operating expenses and tailpipe emissions, but battery range, vehicle purchase prices and suitable charging infrastructure create new operational burdens.

A regional milestone

Mober has worked with IKEA and other commercial customers, and in 2025 announced an expansion of its electric logistics operations into Thailand. That geographic move matters because a logistics process that works in Metro Manila may need to be redesigned for another road network, regulatory environment and customer mix. Public company communications describe its expanding electric fleet. A June 2026 logistics-industry report put the Philippine operation at approximately 130 electric delivery vans and an electric tractor, with further development planned. These are reported fleet figures, not a third-party audit of vehicles operating daily at full utilisation.

The operational questions that decide success

Electric delivery can work well on predictable, repeatable routes where charging occurs at depots. It becomes harder when destinations are unpredictable, loads are heavy or vehicles must operate beyond planned windows. Mober must therefore match each vehicle type to the right service requirement. Driver training and maintenance procedures matter just as much as the purchase decision. The business must also establish what happens when a vehicle is unavailable: can another electric unit take over, or must a conventional truck be dispatched? Reliability is the final product that a logistics customer buys.

Measuring the environmental claim

It is tempting to compare an electric delivery van with a diesel van and declare the problem solved. The full picture is more complex. Electricity generation, manufacturing, battery life and actual annual mileage influence the climate benefit. A credible operator should disclose fleet utilisation, electricity consumption and an appropriate emissions-accounting method. It should distinguish delivered contracts from future partnership announcements and report the share of routes genuinely electrified. Those measures can help customers compare a low-emissions delivery contract with a traditional service on evidence rather than slogans.

The depot becomes part of the energy system

A logistics depot that supports electric vehicles becomes an energy-management operation. Charging equipment, vehicle availability, route scheduling and peak electricity demand all require planning. The environmental case also improves when vehicles spend more of their working life making deliveries rather than waiting to charge. Mober's regional ambition will test whether its methods can travel without simply copying one city's assumptions. Its most persuasive future evidence would pair on-time delivery and operating cost with measured emissions performance for the same routes.

GCEIP Analysis

Mober illustrates the difference between adopting electric vehicles and transforming a logistics business. The enterprise has to redesign infrastructure, routing, fleet maintenance and customer contracts together. Its reported scale and Thailand expansion make the case worth examining. Yet the next test is commercial durability: whether electric deliveries can maintain service quality while improving lifetime operating economics across multiple markets.

GCEIP View

Mober's opportunity is to make electric freight an ordinary business choice. Success would mean that companies choose its fleet because delivery works reliably and costs are competitive, with environmental advantages as a measurable additional benefit.

Editorial coverage does not confer nomination, finalist, winner or honouree status.

Sources

Mober Philippines
https://www.mober.ph/

moberdelivery.com — Mober
https://moberdelivery.com/

Dennis Ng redefines logistics
https://logisticsnews.ph/2026/06/13/dennis-ng-redefines-logistics/