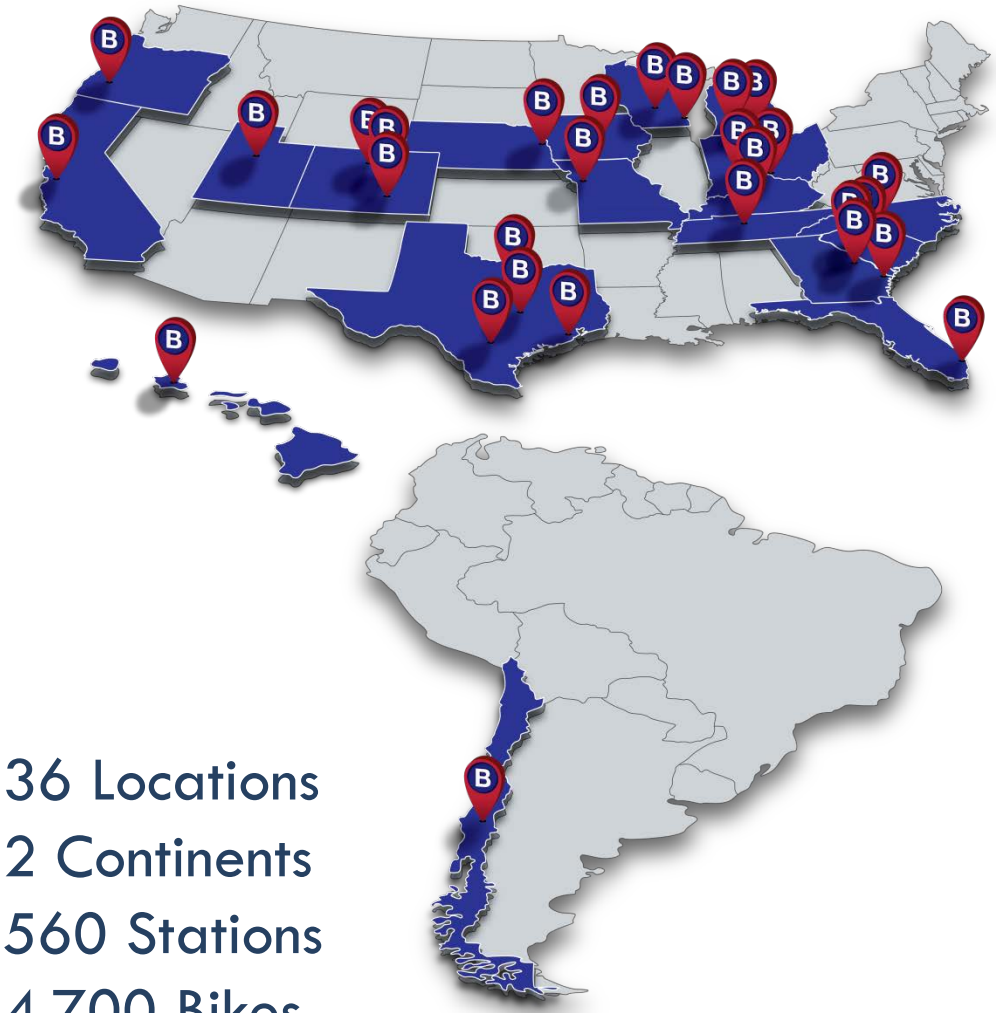
Bike Share in Lincoln

Brent Tongco, Business Development Director

Where We Are



36 Locations
2 Continents
560 Stations
4,700 Bikes

TREK

"The bicycle is a simple solution to some of the world's most complicated problems."

-John Burke

President, Trek Bicycle

Metrics

Through Q2 2014

Trips Taken	Q1 2014: 1,726,610	**2,145,239**
Miles Ridden	3,661,086	**4,546,673**
Gallons of Gas Saved	267,601	**332,482**
Carbon Offset (lbs.)	5,263,704	**6,539,926**
Calories Burned	110,330,379	**137,080,772**
Pounds Lost	31,523	**39,166**

B-cycle Core Values

- Best-in-class product
- We take care of our customers
- Continuous improvement

Best-in-Class Product

Three Pillars:

The B-cycle

The B-station

The Software

Designed by Trek for bike sharing

The B-cycle

The B-station

- Made in Colorado
- Redundant Locks
- Modular/Flexible
- Movable
- Multi-frequency RFID
- Power options
- Color touchscreen

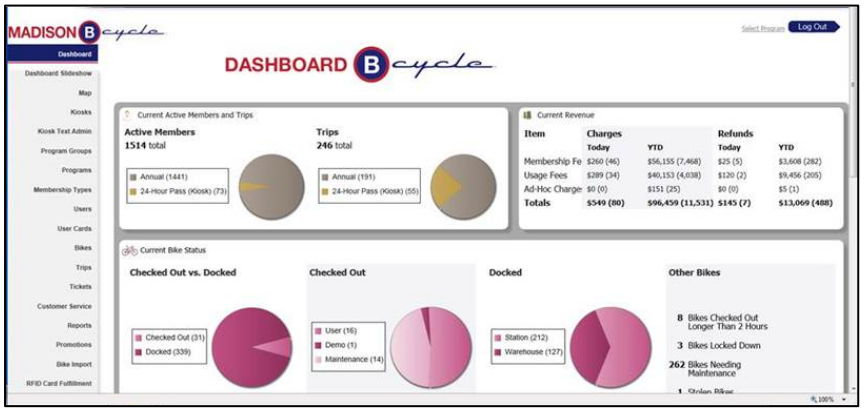
Station-based Bike Share

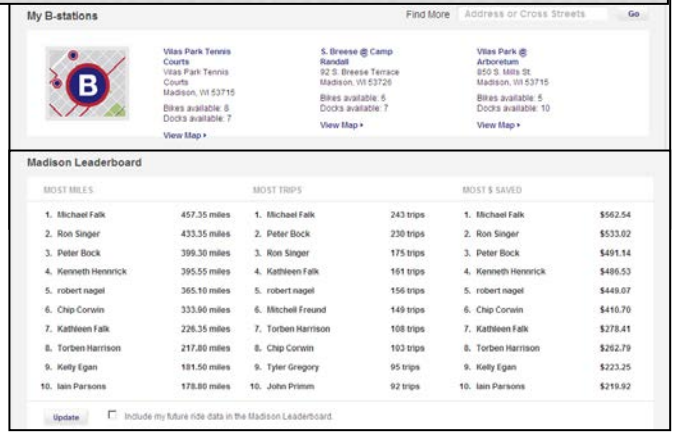
- Well-defined place to locate/return bikes
- Saves existing bike rack space
- Orderly & Aesthetically pleasing
- Lower communication fees
- Quick checkout/check-in process
- Maintenance organization & efficiency
- Sponsor/advertiser appeal

The B-cycle Software

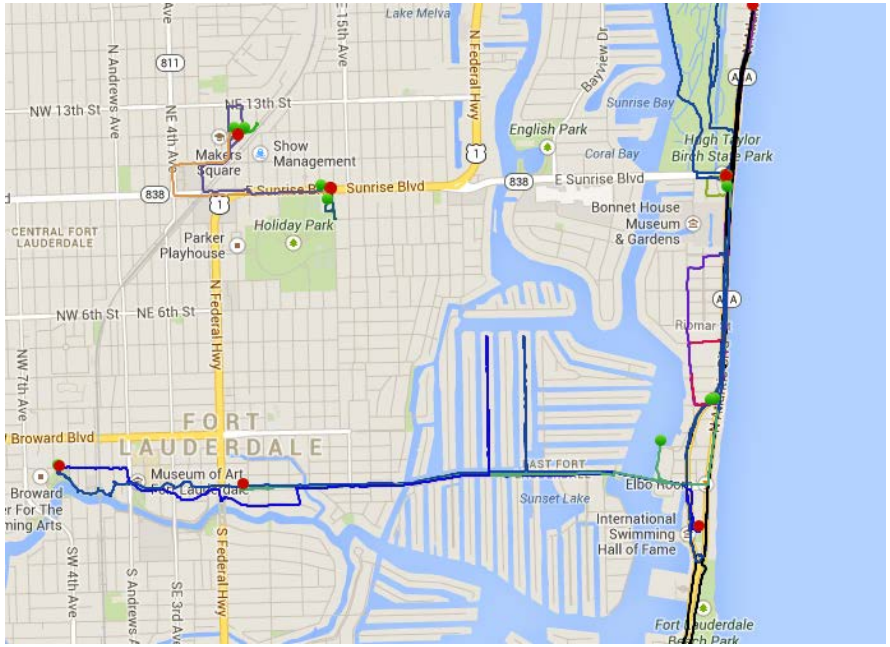
Proven. It Works.

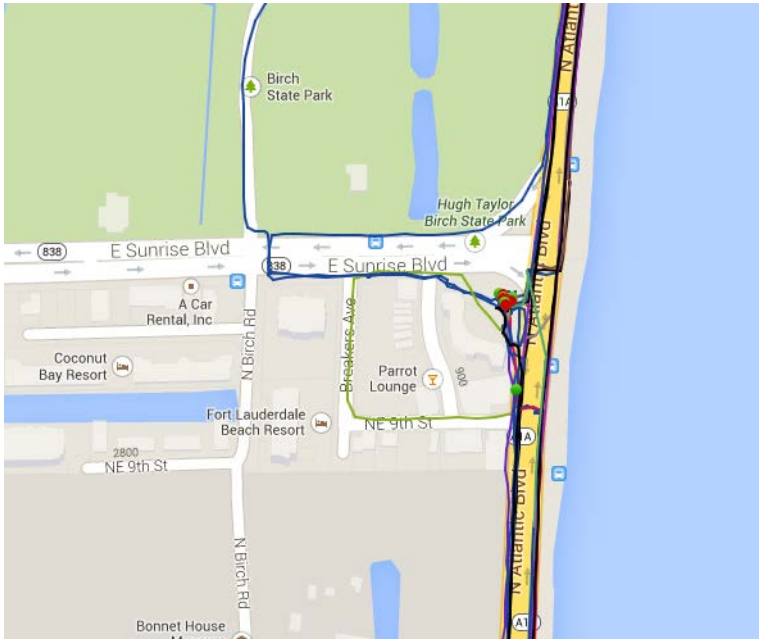
- Consumer Website
- Business Intelligence
- Mobile Apps



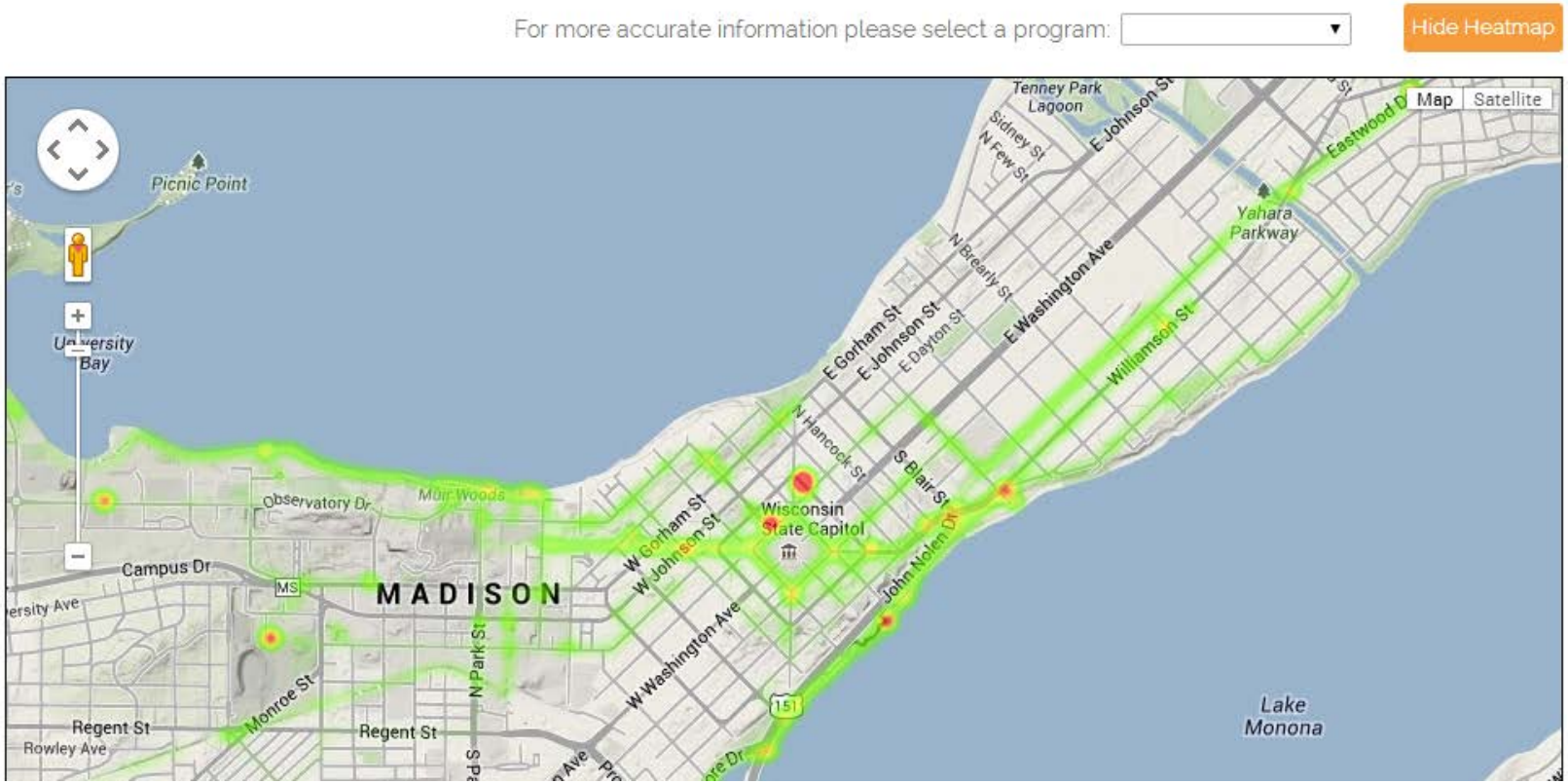


Active GPS Mapping



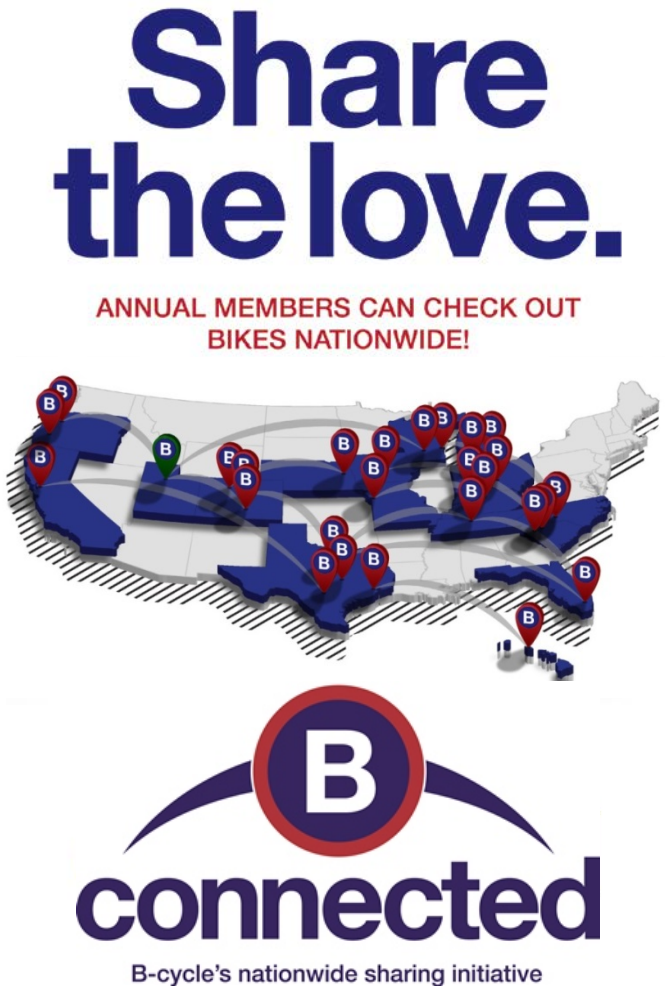


Active GPS Aggregate Trip Data



B-connected: System Reciprocity

- Annual members can access bike share in other public B-cycle systems as members
- Membership reciprocity available in more than 20 B-cycle cities



Community-based

B-Trike

DreamBikes

SXSW

- 10.1 checkouts per day/bike
  - U.S. record

Proven

SXSW

Bob,

I wanted to give a big thank you to B-cycle and a shoot out to your team for all the help you gave us during SXSW. Your crew worked some really long days and were very professional and hard working throughout all the chaos. **This week was an amazing success, and we could not have done it without your help.**

Attached is a quick snap shot of the 10 days of SXSW. B-cycle can now claim the North American record for checkouts per bike/day at 10.1, which we set on Friday (yep, we bested Citi Bike.)

I wanted to let you know that your system performed extremely well under the heavy usage. The bikes held up well, and the kiosks and software had no major issues to impact our system. We put B-cycle to the test this week, and I think we can say the system was up for it.

Thanks again and let's talk soon,

Elliott McFadden
Executive Director, Austin B-cycle

SXSW loves Austin B-cycle

Austin B-cycle sets North American bikeshare record usage

Busiest Day
10.1*
Checkouts per bike/day

Daily Average, March 7 - 16
6.4
Checkouts per bike/day

*North American bikeshare system record

Austin system records set

	SXSW Mar 7-16	Dec 21-Feb 28
Total Bike Checkouts	17,724	10,336
Day Passes Sold	7,501	4,394
Busiest day	2,774 (Mar 14)	656 (Feb 15)

5 days w/ over 2000 checkouts/day
22,744 miles ridden
2975 checkouts for station balancing

Top 5 SXSW B-stations by Checkouts

Convention Center	1,838
Davis @ Rainey Street	1,042
City Hall	820
4th & Congress	748
Red River & 8th Street	729

AUSTIN B-cycle

We Are With You Every Step of the Way

We are with you every step of the way

Implementation

Selection | Permitting/Construction | Software Setup | Bike Build & and Training | Station Install & Testing | Launch

We are with you every step of the way

Customer Service & Product Support

Warranty & Parts | **Customer Support** | **24/7 Monitoring** | **Software Upgrades** | **B-cycle World**

B-cycle World

- Oct. 14-15, 2014
- Bringing together B-cycle operators
- Sharing best practices
- Showcasing new product innovations

B-cycle 2.0

Cross Compatible

THANK YOU!