A new bike style...
Cities around the world looking for **transportation solutions** to ease environmental pressures and reduce their dependence on automobiles.

City of Montréal’s Transport Plan stresses importance of **active transportation**.

**October 2007**, the City granted Stationnement de Montréal the **mandate** to design, develop, and operate a public bike system.
BIXI™ was created to offer an attractive and easy-to-use option for those seeking alternative urban transportation, an ecological alternative to traditional energy-guzzling vehicles.

The harmonious convergence of design, innovation and technology in each of the components make BIXI a real conceptual and executional breakthrough.

- Needed to enhance the urban landscape, not an impalement.
- Practical and esthetic.
- Bikes have sleek, modern look.
- Most importantly, bikes are safe and sturdy.
- Design elements seamlessly transferred to technical platforms, bike docks and pay stations.
We wanted to create a system without the heavy infrastructure that is the hallmark of virtually every other system currently in operation around the world. Bikes, bike docks and pay stations are modular and connect ("plug and play") to technical platforms. Once they’re in place, they’re ready to go.
BIXI. A SYSTEM ON THE CUTTING EDGE OF TECHNOLOGY.

- Entirely powered by solar energy
- RFID wireless communication
- Minimal environmental impact from installation to operation to management
Awards

TIME

19TH
in TIME's 50 Best
Inventions of 2008*

INTERNATIONAL DESIGN EXCELLENCE AWARDS '09
BRONZE

EDISON AWARDS
BEST NEW PRODUCT WINNER
GOLD AWARD 2009

FINALISTE
PRIX QUÉBÉCOIS
DE L'ENTREPRISE
CITOYENNE
2009
KORN/FERRY - L'ACTUALITÉ - NATIONAL
Integrated mode of transportation

To make the system accessible to a large segment of the population, agreements offering discounts signed with partners in the transportation sector.

Public Bike System takes care of the « the last mile »
→ A community in favor for the environment

→ Active alternative transportation

→ Health and sustainable development, while at the same time:

1. Fast
2. Efficient
3. Economical

**Environment.** To date, 5 months after the BIXI launch...

- 1 million trips
- 11 millions km traveled
- More than 750 000 liters of gas saved
- Almost 3 millions kg total reduction in greenhouse gases produced
The success!

A successful first year!

BIXI has more than 10 700 members and 110 000 occasional users.

Phase 1: 3 000 bikes / 300 stations
Phase 2: 5 000 bikes / 400 stations

Many cities interested...
Thank you!