CYCLOCITY®
A REVOLUTIONARY PUBLIC TRANSPORT SYSTEM ACCESSIBLE TO ALL
JCDecaux is on the move…

A benchmark brand for the Outdoor Industry…

SPECIALISED BRAND FOR THE CITY

JCDecaux, City Provider
CYCLOCITY®: THE CONCEPT
1999: 1st developments in self-service bicycle hire within JCDecaux

2003: 1st bicycles in Vienna (Austria), Cordoba and Gijon (Spain)

2005: Lyon

2006: Brussels

2007: Paris, Aix-en-Provence, Marseille, Mulhouse and Besançon, Seville...

2008: Amiens, Luxembourg, Nantes

2008 – 2009: Nancy, Plaine Commune, Cergy-Pontoise and extension of Paris contract with 30 towns in the suburbs

2009: - a fleet of 30,000 bicycles
- more than 2,500 cycle racks
- 6 years’ experience of operating self-service bicycle hire
CYCLOCITY®: A MOBILITY CONCEPT
SUITABLE FOR EVERY CITY

• Improve mobility: a solution that complements existing public transport systems

• Improve the quality of city life
  ▪ Fight pollution (200g less CO₂ per km travelled)
  ▪ Reduce travelling times
  ▪ Encourage regular physical exercise

• “Boost” bicycle usage which is still under exploited in cities such as Paris (2% of trips versus 28% in Amsterdam)

A revolutionary public transport system accessible to all
VELO’V IN LYON: A KEY CYCLOCITY® BENCHMARK

After 4 years of operation

- 4,000 bicycles/340 cycle racks
- 12,000,000 km covered
- 18,000 rentals per day ⇒ 8 rentals per day per bicycle
- 5,000 km/year per bicycle (100 x a retail cycle)
- 40,000 annual subscriptions
- Temporary subscribers: 1,800 cards/day or 42% of rentals

Bicycle use

44% growth in the number of bicycles
Decline in the accident rate
25% of the bicycles on the road are Vélo’v

Source: Greater Lyon

Customer satisfaction

Recommendation rate: 90%
Satisfaction rate: 7.7 / 10
90% of the people surveyed think it’s a very good initiative
VÉLIB’ IN PARIS: CHANGING GEAR!

- 20,600 self-service bicycles
- + 3,300 in 2009 (extension to 30 cities around Paris)
- 1,451 cycle racks
- + 300 in 2009 (extension to 30 cities around Paris)
- 80 to 120,000 rentals/day

- An even stronger bicycle
- Even easier to use
  - Double sided terminals
  - Elimination of the PIN
  - Bicycle stands capable of reading subscribers’ cards
- Reworking / convergence of all software tools
- On-site maintenance
- Creation of 20 repair workshops in Paris, including a barge

The world’s largest self-service bicycle hire system completely financed by advertising and bicycle rental charges
An amazing success

- 60 million individual bicycle rentals since July 15, 2007
- 120,000 rentals every day
- 170,000 long-term subscribers (1 year)
- More or less than 200,000 kms covered every day
Popular with the public

94% of users Velib’ are satisfied by the global service*

* An online study carried out from 26 to 27 March 2009 among 853 long and short term subscribers
1. Service available to all → Low price
2. Easy to access service → Simple, intuitive service, accessible to the widest possible audience thanks to the use of a bank card
3. Density of the network → 1 cycle rack every 300 metres
4. Quality of the equipment → Ergonomic, robust, simple to use
5. Quality of the service → Maintenance, service, regulation, customer service, software
CYCLOCITY®: 5 SECRETS OF SUCCESS

1 - Service available to all

- Low price: just a few euros
  (but not competing with bicycle rental firms)

2 - Easily accessible service

- Use of a bank card
- Short-term subscriptions
- Possible link with public transport cards such as
  the Navigo® card

* Navigo is a STIF brand
3 - Density of the network: Paris

Paris metro: A network of 298 metro stations

Vélib’: a network of 1,451 cycle racks in 2008 + 300 other in the 30 cities around Paris in 2009
4 – Quality of the equipment

**The bicycle**
- Comfortable
- Simple
- Protected against theft
- Safety of users

**The terminal and cycle stand**
- Ergonomic
- Simple
- Strong
4 – Quality of the equipment: close-up on the bicycle...

Safety equipment:
- No derailer,
- Disk brakes (more effective in wet weather than brake blocks)
- Rear lights illuminate when pedalling and remain lit when at rest for 2 minutes
- Cables hidden inside the frame
- Dynamo integrated into the hub

Equipment for greater comfort:
- Front basket (capacity 12 litres)
- 3 speeds, cyclists can change gear when at rest
- Double stand
- Adjustable saddle (1.50 to 1.85m)
- Frame designed for ease of mounting
- Mudguards, chain guard
CYCLOCITY®: 5 SECRETS OF SUCCESS

5 – Quality of the service

- Maintenance
- Service
- Regulation
- Customer service
- Software
5 – Quality of service: regulating the availability of bicycles

- Available cycles
- Available stands
CYCLOCITY®: AN AWARD-WINNING SERVICE

- **October 2005:** *2005 Bicycle Trophy*, institutional recognition of the success of Vélo’v
- **December 2005:** *Usine Nouvelle* Engineers of the Year Prize for CYCLOCITY® *(sustainable development category)*
- **February 2006:** *Janus de l’Industrie* award for CYCLOCITY® The French Design Institute grants CYCLOCITY® an award for its respect for users and the natural environment
- **November 2006:** JCDecaux wins 2nd Enterprise & Environment Prize for CYCLOCITY®, an award presented by the French Ministry of Ecology
- **September 2007:** *Janus des Services* and *Grand Prix Stratégies du Design* for Vélib’
- **November 2007:** Vélib’ wins the 2007 Italian ‘Environment Friendly Innovation’ prize awarded in the ‘Mobility’ category
- **Observateur du design Prize** in 2008
- **June 2008:** 2nd Best Product Prize for CYCLOCITY® given by European Business Awards for the Environment 2008
- **November 2008:** JCDecaux, City of Paris and *Port Autonome de Paris* received the *Grand Prix « Transports et Déplacements »* for fret during the 12th *Grand Prix de l’Environnement des Villes d’Ile-de-France*
CYCLOCITY®: THE BUSINESS MODEL
Depending on the advertising context specified in the contract (no. of street furniture items, no. of advertising panels), account is taken of a number of variables

- **The bicycle**
  - with/without CPU electronic cards
- **The cycle racks**
  - with/without electronic payment, with or without advertising panels, RFID cards, 2D, etc.
- **Maintenance**
  - in a workshop/on site
- **Remuneration**
  - rental charges/subscriptions/fees paid or not to JCDecaux
A BICYCLE THAT KEEPS PACE WITH CHANGES IN THE CONTRACT

LYON

With electronic card (CPU)

2005

MARSEILLE

With electronic card (CPU)
+ Wireless link to terminal (Zigbee)

2006

PARIS

Without electronic card (CPU)

2007
AN INTELLIGENT BICYCLE / 2 LEVELS OF TECHNOLOGY

“Lyon – Marseille” bicycle
With electronic card
- Satisfies the cities’ service requirements (Nantes, Rouen)
- Complies with safety requirements in certain countries (e.g. USA – Chicago)
- Diagnosis of essential mechanical parts
- Locks the bicycle in the cycle rack

“Aix Mulhouse Besançon”

“Paris” bicycle
Without electronic card
- Lower cost of the bicycle
- The bicycles are not locked
- The mechanical parts are checked by the maintenance teams

The presence of the electronic card depends on:
- the business plan
- the specifications of the contract
CYCLE RACKS THAT ADAPT TO LOCAL CONDITIONS

LYON
Terminal with electronic cash services + bicycle stand
Other possibilities:
- RFID card / 2D / ticket code... for temporary cards
- Simplified cycle rack + bicycle stand without electronic cash

MARSEILLE
Terminal with advertising panel on the back

PARIS
Simplified cycle rack without terminal
# RENTAL CHARGES AND REMUNERATION

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<th>Lyon</th>
<th>Marseille</th>
<th>Paris</th>
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In Lyon, 96% of the trips are free of charge

- An incentive (that can be up to 12% of the advertising revenue + annual bicycle rental charges) is provided should the quality criteria be exceeded
- As well as penalties should the objectives not be reached