



3 July 2018

## Press release

PubliBike

### 75% e-bikes in new “Agglo Fribourg-Freiburg” bike sharing network

**With PubliBike the agglomeration of Fribourg has access to a modern bike sharing system, with 75% of the fleet featuring electrically assisted bikes. The new network was inaugurated today. It will include 25 stations and 225 bikes starting from next spring.**

On 3 July, PubliBike and the agglomeration of Fribourg inaugurated the bike sharing network “Agglo Fribourg-Freiburg”. The event was attended by media representatives and other invited guests.

PubliBike won the call for tenders released in October 2017 by the agglomeration on behalf of the 10 municipalities of Fribourg. The network currently consists of nine stations and 100 bikes (75% of which feature an electric motor in accordance with the project specification). The St-Léonard station has been relocated to move it closer to Fribourg-Poya Station.

The deployment plan desired by the agglomeration envisages 25 stations and 225 bikes by June 2019, and 35 stations and 315 bikes by summer 2020. Looking forward to 2021, the network should feature 50 stations and 450 bikes.

With three-quarters of the bikes featuring electrical assistance, the service is ideally suited to the hills of the Fribourg region. Both the mechanical and the e-bikes have been specifically designed for self-service and urban use. Manufactured from an aluminium frame with slightly smaller dimensions, they are more manoeuvrable than regular bicycles.

The main novelty, however, is access to the bikes via a smartphone using the PubliBike app, or with a SwissPass card previously registered in the user’s account. All that is required is registration on the website or the free app. A network map shows users where the stations are located and the number of bikes available at any given time. In addition, the lock is directly integrated into the bikes, which enables users to simply return them at the stations by manually closing the lock. Daily operations will be managed by ORS Service AG on behalf of PubliBike.

The nine stations are partly financed by the agglomeration of Fribourg. In accordance with the PubliBike business model, this investment will be completely covered by income from sponsoring, advertisements and the users.



PubliBike offers attractive deals to Fribourg companies wishing to place a self-service bike station in front of their site. This makes bike sharing an ideal way to expand corporate mobility concepts and provide transportation to staff and customers.

Following Lausanne-Morges, Lugano, Sion and La Côte, all of which were launched recently, “Agglo Fribourg-Freiburg” joins other PubliBike networks in French-speaking areas with stations and the latest generation bikes. The Berne network in German-speaking Switzerland was inaugurated on 28 June with 70 stations, 350 bikes and 350 e-bikes. This summer, the Berne network will continue to expand, reaching 100 stations and 1,200 bikes by the autumn. The Zurich network, which was opened on 6 April and now consists of 67 stations and 600 bikes, will also continue to grow until it reaches 100 stations and 1,100 bikes by the end of this year. These are the two largest networks in Switzerland.

#### **More information:**

- For questions relating to the public domain: Agglomération Fribourg, Félicien Frossard, +41 26 347 21 01, felicien.frossard@agglo-fr.ch
- For questions concerning construction, expansion and use : PubliBike, Bruno Rohner, +41 79 223 15 46, bruno.rohner@publibike.ch

Photo: inauguration of the PubliBike station in Fribourg. (Photo: PubliBike)  
Information on station plans can be found at [www.publibike.ch](http://www.publibike.ch)

#### **What you need to know about the “Agglo Fribourg-Freiburg” self-service bike sharing network**

##### **Bike features**

The bikes’ unique, light aluminium frames are suitable for people who are between 140 and 200 cm tall. Thanks to their 20-inch wheels, these bikes are smaller and more manoeuvrable than conventional bikes. Their 55 mm-wide tyres come with a built-in anti-puncture guard that also protects the bikes, such as when riding over tramlines. The bikes are also equipped with smooth hub gears, hydraulic disc brakes and dynamo-powered LED lights, and three-quarters of them have an electric motor that helps riders reach speeds of up to 25 km/h. It is not mandatory to wear a helmet for this category of e-bikes.

##### **Borrowing bikes**

A simple access system allows users with a smartphone and credit card to download the free PubliBike app, register and begin cycling. It is also possible to sign up via the website and borrow bikes using the SwissPass registered to the user’s customer account.

A journey can start and end at any station. It is also possible to make short stops between stations.

## Prices

There are five different price options to suit everyone, whether you are a frequent user or just an occasional user. Whatever the option, the maximum cost per day is CHF 20 for a normal bike and CHF 40 for an e-bike:

**QuickBike** (for occasional users) – no annual fee

Bike costs CHF 3 for the first 30 minutes (each extra minute 5 centimes) / e-bike costs CHF 4.50 (each extra minute 10 centimes)

**EasyBike** – CHF 50 per year.

The first 30 minutes are free to use a bike (each extra minute 5 centimes) and CHF 3.50 for an e-bike (each extra minute 10 centimes)

**MaxiBike** – CHF 200 per year.

The first 30 minutes are free to use a bike (each extra minute 5 centimes) and CHF 1.50 for an e-bike (each extra minute 10 centimes)

**FreeBike** – CHF 400 per year.

The first 30 minutes are free to use a bike or an e-bike (each extra minute 5 centimes for bikes, 10 centimes for e-bikes).

As well as:

**BusinessBike** – staff access to the bikes for companies with or without a station. These prices depend on the number of employees and whether the company wishes to set up a station on its premises.

## Stations

25 normal bikes and 75 e-bikes are available at the 9 stations on the “Agglo Fribourg-Freiburg” network. User park the bikes at the stations by manually closing the lock. The system does not require bikes to be docked, nor do the e-bikes require a charging device. The batteries are charged centrally by PubliBike and changed on site as soon as the system detects a low battery. The scheme’s communication system is built into columns installed at the stations, which also provide customer information.

## About us

### PubliBike: getting from A to Z

Bike sharing is the perfect accompaniment to private transportation and public transport for covering short distances. It helps reduce congestion in city centers while also increasing the appeal of public transport. Over the last few years, bike sharing has been gaining in popularity all over the world.

PubliBike embodies sustainable urban mobility. Since 2009, this independent private limited company and PostBus subsidiary has been offering several bike sharing networks throughout Switzerland. PubliBike is continually expanding its offer, and is planning more than 700 stations and 8,000 bicycles throughout the country by 2020.

Since launching the new system in November 2017 in Lausanne-Morges, PubliBike has more than 25,000 users who have already completed almost 200,000 transactions.