

JCDecaux, world leader of the urban Bike-Sharing revolution

Andrea Rustioni - September 2015



- A **boost** to urban cycling
- Impact on the city's image
- A **support** to local policies



Nantes

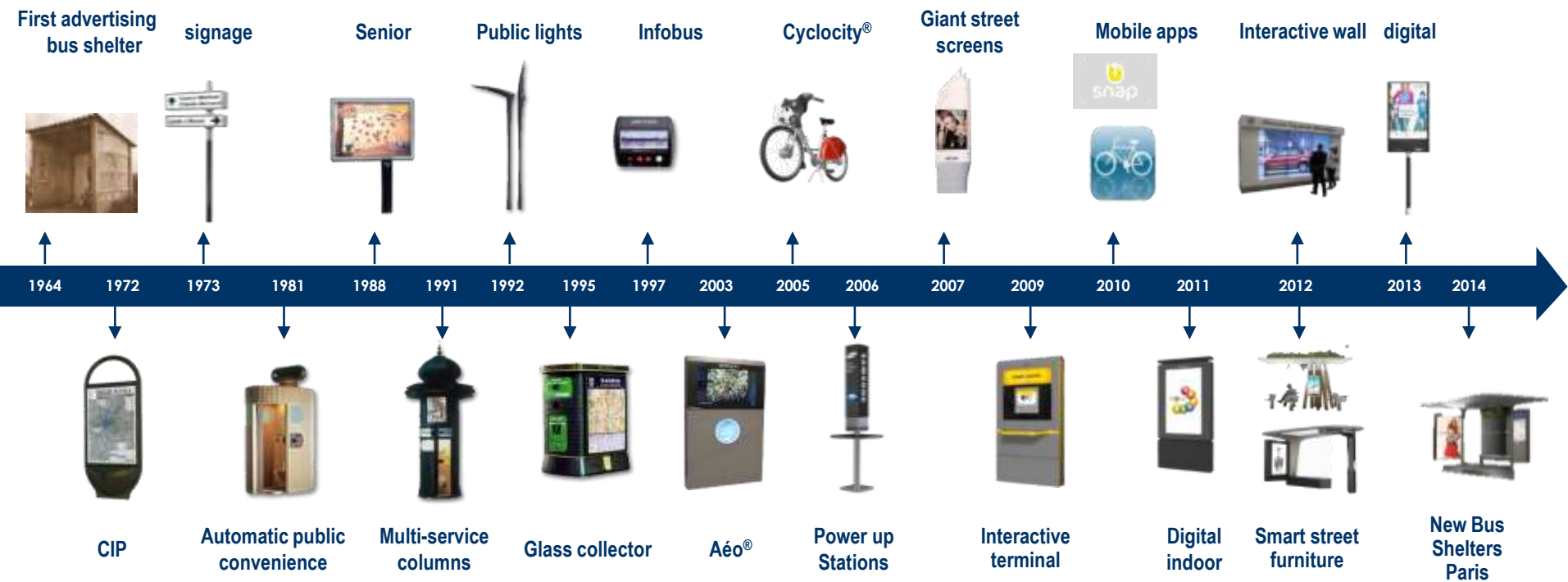
To provide and maintain, at no cost to the tax-payer, state-of-the-art **infrastructure and services** to cities and transport companies **around the world, funded by first-class advertising**



Toyama



OVER 50 YEARS OF INNOVATION FOR CITIES, CITIZENS AND BRANDS



- From **Vienna** in 2003, to **Lund** in 2014
- **445 Million trips**
- Year-on-year **increase** in usage
- High **client satisfaction** scores



- **Vélo'v, 10 years** on and still unmatched performances
- **+ 17%** nber of trips in 2014 vs 2013
- **6 users** per bike, per day !
- Long term model!



VÉLIB': THE LARGEST BIKE-SHARING SYSTEM IN THE WORLD

- **2 x larger** than Santander Cycle Hire in London
- **4 x larger** than Citibike NYC
- **23,600** bikes
- **290,000** annual subscribers
- **>240M** rentals since 2007



Vélib'

- 89% satisfaction
- 99% of members would recommend Vélib' to a friend

Online study carried out by the TNS Sofres institute in October 2014 among 510 annual and short-term subscribers.



Paris





Urban lifestyle

From its presence on **social networks** to **art exhibitions** in parisian museums, etc, Vélib' goes further in building the **city's attractiveness**



Enhancing the city's image

97% of users say that Vélib' gives a positive image to Paris*



Open innovation

2013: JCDecaux enhances innovation through the launch of its **open data** platform available for all bike-sharing systems WW

Online study carried out by the TNS Sofres institute in October 2014 among 510 annual and short-term subscribers.

- **200 bikes x 4 sizes** to encourage cycling for children 2 to 8 years old

A selection of **supervised locations** managed by bike rental companies or non-profit organizations.

Blaise, very first user of the P'tit Vélib' training bike for toddlers



P'tit
Velib'

LES P'TIT VELIB' EN IMAGES



La Draisienne P'tit Vélib'

Idéale pour apprendre l'équilibre, la draisienne permet aux enfants âgés de 2 à 4 ans de monter sur leur premier Vélib' (sans pédales).



P'tit Vélib' 12 pouces

Equipé de petites roues amovibles, ce P'tit Vélib' est adapté à l'apprentissage des enfants de 3 à 5 ans.



P'tit Vélib' 16 pouces

Equipé de petites roues amovibles, ce P'tit Vélib' est adapté à l'apprentissage des enfants de 5 à 7 ans.



P'tit Vélib' 20 pouces

Ce P'tit Vélib' permet aux enfants de 8 ans environ de partir en balade avec leurs parents.



WHY DOES IT WORK? ACCESSIBLE AND USER-FRIENDLY

- Available **24/7**
- First **30min for free**
- **Bank card access**
- Membership compatible with **public transport passes**



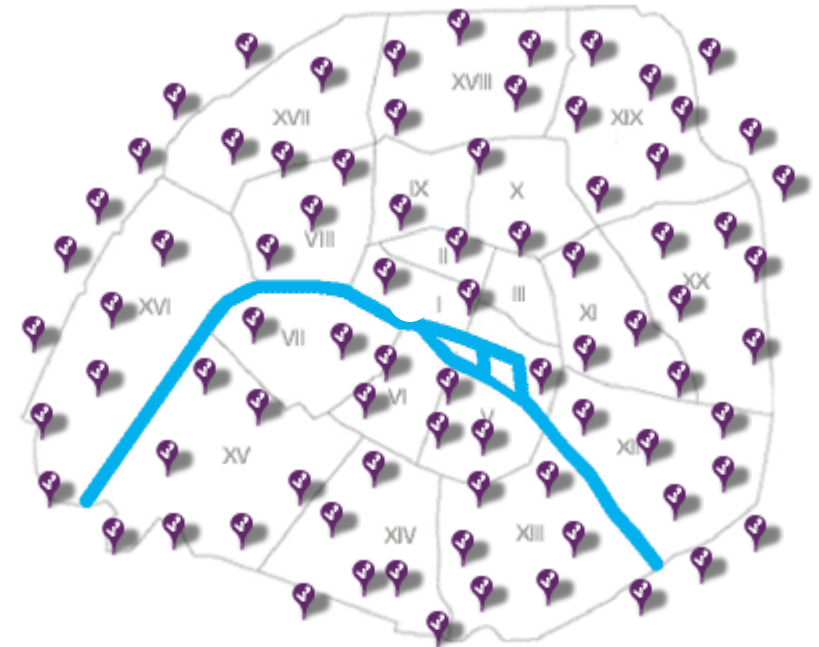
Paris

LARGE NETWORK ENSURES VISIBILITY AND ACCESSIBILITY

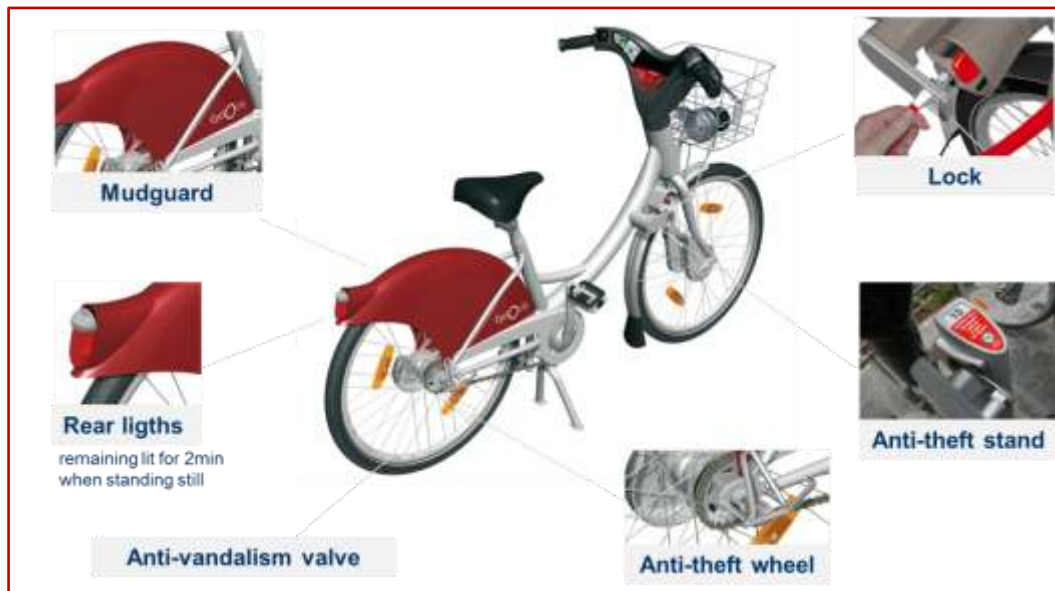


300 subway stations

Paris



1,751 Vélib' stations



JOYEUX ANNIVERSAIRE vélo!

10 ans de vélo!
10 ans d'évolution

1 Cadre et carter redessiné	8 Poignées plus ergonomiques
2 Roue renforcée	9 Garde boue à déformable programmée
3 Pneu sur-mesure renforcé	10 Cadre renforcé anti-vandalisme
4 Selle renforcée au vandalisme	11 Eclairage arrière avec batterie intégrée
5 Pneu renforcé sur aérobranc	12 Collier de selle plus ergonomique
6 Système d'accrochage allégé et renforcé	13 Système de tension de chaîne
7 Chambres à air anti-cravasse de conception JCDecaux	14 Carter Arrière renforcé recyclable et traité anti-UV

JCDecaux velo.grandlyon.com **GRANDLYON** LA BIEN-ÊTRE



- Maintenance
- Repairs
- Regulation



- Highly qualified **hotline**
- Dedicated **websites**
- **Mobile** applications enabled by **Open Data**



Anna Brones

@annabrones

Suivre

Say what you want about French administration + bureaucracy but the @velib customer service people are awesome (a nice call goes a long way)



Sarah Jane Lavery

@srhjel367

Suivre

Super duper customer service from @Velib !
Velibrilliant.



+ sustainable

+ accessible



- **100% autonomy**
Solar panel
Users' energy
- **400 x less** energy required to run the system
- **No excavation**
- **Fully wireless**



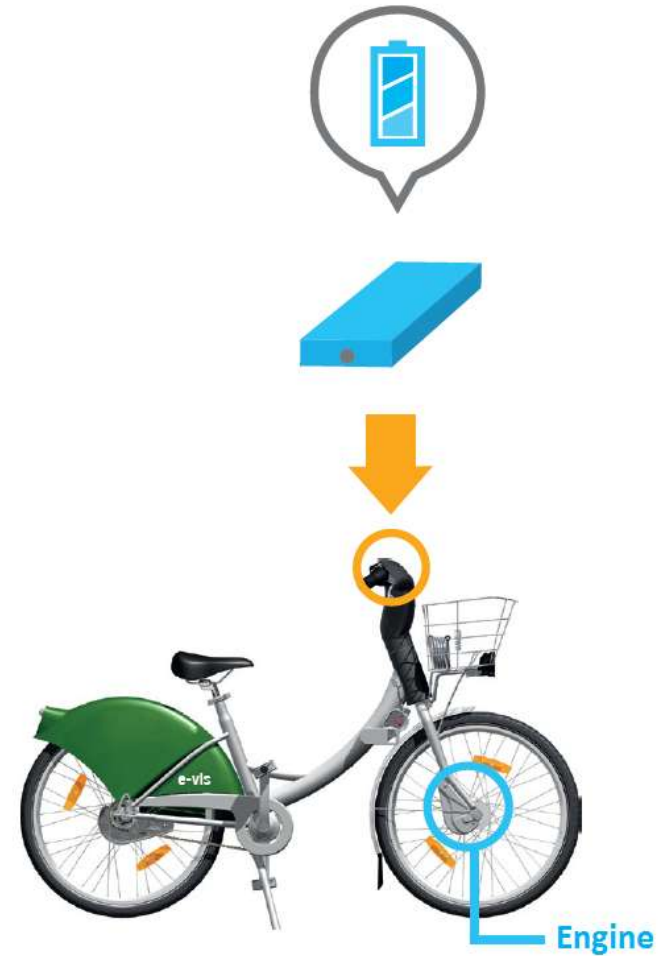
- **100% flexible** installation
- Works **24/7**
- User interfaces activate **when needed**
- The same **high level of service**



THE SELF-SERVICE ELECTRIC BIKE WITH A LIGHTWEIGHT PORTABLE BATTERY

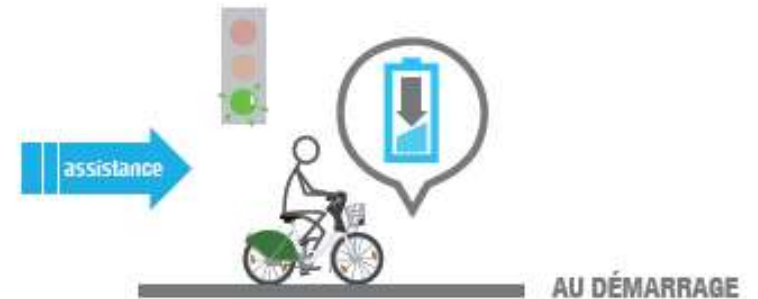


- **Lightweight battery**
approx. 500g
Fits into a handbag or
back pocket
- Uses **standard docking
stations**
- **No change** in bike weight



GREATER COMFORT TO MAKE URBAN CYCLING EVEN MORE ACCESSIBLE!

- Ongoing **automatic electric assistance**
25km/h max.
Up to 10km
- **Easier and longer rides**
- Each user **chooses** to ride electric or classic



Bike-sharing innovations will help cities engage even more strongly in the **urban biking revolution** for better mobility & a high quality of city life!



- **Regulatory issues on advertising (deregulation)**
 - Lack of long term vision
 - Beautification of city environment needed to let the model work



Paulista avenue, São Paulo, Brazil

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Current situation in Rome: more than 200 companies operating advertising on public domain

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Int'l benchmark: not more than 4/5 companies operating advertising on public domain

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