



Press release
For immediate release

BIXI UNVEILS ITS NEW AND IMPROVED PRICING STRUCTURE FOR AN ELECTRIFYING NEW SEASON! More bikes and electric stations for the 2021 season

Montreal, February 24, 2021 - As the next BIXI season approaches, which will be marked by the addition of 725 new electric BIXI bikes and 83 new electric stations, the City of Montreal's executive committee approved this morning BIXI Montréal's 2021 new improved adapted pricing, which is simpler and more flexible for users. This new adapted pricing model will allow a large number of citizens to access BIXI's service at an affordable and attractive price, while paying only for what they actually use.

"I applaud BIXI Montréal's efforts to adapt the offer, making it even more attractive. More than ever during this crisis, Montréal's bike-sharing service has proven to be an ideal mode of transportation, and the enthusiasm for self-service and electric-assisted bicycles is here to stay. The City of Montreal continues to invest in optimizing BIXI's service to effectively serve the public, as well as new areas. We are already looking forward to seeing you on April 15!" said Eric Alan Caldwell, who is responsible for urban planning and mobility on the City of Montréal's executive committee.

BIXI Montreal is proud to report a satisfaction rate of more than 94% of its members¹, and is inviting citizens to download the mobile application and subscribe to social networks and newsletter, to make sure they don't miss out on any of the new products and offers to come. Starting March 15, citizens will also be able to take advantage of the pre-season offer on the seasonal membership. This will be offered at the reduced price of \$89 for a limited period rather than the regular price of \$99.

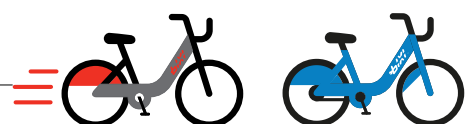


BENEFITS FOR MEMBERS AND REMOVAL OF ADDITIONAL FEES FOR CASUAL USERS

In 2021, new seasonal and monthly BIXI members will benefit from many advantages, including a preferential rate when using electric bikes. In addition, thanks to the new simplified per-minute rate, casual users will no longer have to pay unexpected additional fees.

NEW MEMBERSHIP RATES

- Season pass (April 15 to November 15): \$99
- Monthly subscription: \$19 per month
*A reduction of almost 50% off the 2020 monthly rate of \$36
- Regular BIXI bike ride: 45 minutes or less included, 5¢/minute for each additional minute.
- Electric BIXI bike ride: +10¢/minute from the first minute





NEW RATES FOR CASUAL TRIPS

In order to provide a simplified customer experience, the one-way, 1-day and 3-day products are replaced by a single product for casual users.

→ Unlock fee per trip : 50¢

Choose your bike:

→ Regular bike ride : +10¢/minute

→ Electric bike ride : +25¢/minute

BIXI Montreal anticipates that the new rate structure and the unparalleled success of electric BIXI bikes with its customers (which were used 60% more than regular bikes in 2020) will result in a 35% increase in ridership for the 2021 season, compared to 2020.

[Click here to view the new rate list.](#)

[Click here to consult frequently asked questions.](#)

MORE BIXI BIKES AND ELECTRIC STATIONS IN 2021

BIXI's mission is to remain a player urban mobility, ever more accessible, innovative and offering an excellent customer experience. With more than 1,905 electric BIXI bikes (+725 vs. 2020) and 153 electric stations (+83 vs. 2020) available to citizens this coming season, Montreal has one of the largest self-service electric bike fleets in America.

"BIXI is a unique, accessible service. Its new offer is adapted to all budgets and provides access to the largest electric bike fleet in Canada! Not only is the system one of the best in the world, but it's made right here in Quebec, and we're proud to encourage the local economy every time we expand the BIXI offering in Quebec. We invite citizens to become members as early as March to take advantage of the many benefits," concludes Alexandre Taillefer, Chairman of the Board of Directors of BIXI Montreal.

1 Callosum 2020 survey conducted among 4,500 BIXI users

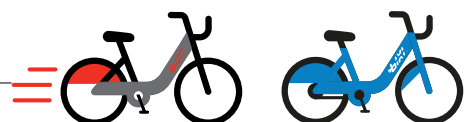
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Information

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ABOUT BIXI MONTRÉAL

BIXI Montreal is a non-profit organization created by the City of Montreal to manage its bike-sharing system. In 2021, the network will include 7,270 standard bicycles and 1,905 electric bicycles in the Montreal area, as well as in Westmount, Montreal East, Mont-Royal, Longueuil and Laval. For more information, you are invited to visit BIXI Montréal's website.








ANNEXE

NOUVELLES TARIFICATIONS – 2021

NEW RATES – 2021

	TARIFS DE BASE RATES	 RÉGULIER REGULAR	→  APRÈS 45 MINUTES AFTER 45 MINUTES	 ÉLECTRIQUE ELECTRIC
SAISONNIER SEASONAL	99\$ / saison season	+ 0\$ / min.	→ + 5¢ / min.	+ 10¢ / min.
MENSUEL MONTHLY	19\$ / mois month	+ 0\$ / min.	→ + 5¢ / min.	+ 10¢ / min.
ALLER SIMPLE ONE-WAY	50¢ / location rental	← + 10¢ / min. →		+ 25¢ / min.

