



Présenté par



Montréal 

Press Release
For immediate distribution

BIXI MONTRÉAL OVERVIEW FOR 2016: CONTINUAL CUSTOMER GROWTH AND USAGE INCREASES IN ALL CATEGORIES

Montreal, December 6, 2016 – While the BIXI bikes are being stored for winter, the NPO published a more than satisfying annual report this morning detailing a significant increase in the number of purchases, trips and different customer types since its creation. In 2016, nearly 235,000 people took more than 4.1 million trips, a 16% increase from 2015.

"The 2016 BIXI season was excellent and there were more people that came out to enjoy the service. The number of memberships and short-term purchases increased more than 49% and the number of different customer types went up 29% from 2015. A record of nearly 31,000 trips taken in one day was reached on July 31, 2016, during one of the Free BIXI Sundays offered by Manulife, a day for people to come out and try the service for free," said Ms. Marie Elaine Farley, chairperson of BIXI MONTRÉAL.

While a new pricing structure and varied service offerings contributed to increasing short-term purchases in 2015 (in particular, one-way passes and day passes), BIXI MONTRÉAL has seen a 55% increase this year, compared to 2015.

[*Click here for the complete BIXI 2016 Report.](#)

INNOVATIONS AND PROMISING PROJECTS

BIXI MONTRÉAL proves itself to be an innovative leader in the bike-sharing sector, with projects like the BIXI OPUS pilot project launched this past summer in collaboration with the *Société de transport de Montréal* (STM) and the *Autorités organisatrices de transport* (AOT) associated with OPUS. This allowed Opus cardholders from across Quebec to use their card to rent a bike at certain stations in the BIXI network.

Ms. Farley is very pleased with how successful new product offerings have been over the course of the last two years and the initiatives that were made possible thanks to Manulife, BIXI's presenting partner since 2016. *"Several projects have helped BIXI gain exposure and made it even more accessible for people. Among them, we would like to highlight Free BIXI Sundays offered by Manulife, member keys being distributed at STM service points and adding BIXI Manulife Valets during events. The BIXI OPUS pilot project was the first of its kind in North America. Last week, it won the CALYPSO AWARD CHALLENGE in the Best Innovation category, thanks to the programming interface developed by the STM,"* added BIXI MONTRÉAL's chairperson.



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Starting in 2016, users are now able to rent a BIXI via the BIXI MONTRÉAL mobile app or the Transit app. In addition, a new website was launched, including a new and improved online registration system. It also included a section with special reduced rates for group or employee memberships, an initiative to encourage the use of active transport ([see the special rates offered](#)).

"Montrealers and tourists embraced BIXI this year. As the 2016 results show, they increased their physical activity and lessened their impact on the environment," said Richard Payette, CEO of Manulife Quebec. *"New initiatives, such as BIXI Manulife Valets and Free BIXI Sundays offered by Manulife, helped us to reach more members of the community, which led to increased use of BIXI in Montreal this past year."*

375 BIXI FOR MONTREAL'S 375TH ANNIVERSARY CELEBRATIONS: REGISTRATIONS FROM NOW UNTIL JANUARY 5, 2017

Even though the bikes are not ridden around the city at this time of year, BIXI would like to invite residents to make their mark in history in a special way, by personalizing one of 375 **Special Edition 375th Anniversary BIXI bikes**. From now until January 5, 2017, as part of the "**Montreal, BIXI and me**" project, BIXI and its partner, Manulife, would like to invite people to use their creativity to express their view of Montreal on a bike, in just 3 easy steps. Visit 375bixi.com using a computer, tablet or smartphone for your chance to see your **Special 375th Anniversary BIXI** grace the city streets next season!

BIXI IN NUMBERS, AS OF NOVEMBER 15, 2016

- Coverage: 460 stations / 9,670 docking points / 95km² covered / 11 boroughs and 2 cities (Longueuil and Westmount)
- Number of bikes: 5,200
- Days in operation: 214
- Trips taken: 4.1 million
- Average number of trips taken per day: 19,069
- Average bike usage time: 15 minutes
- The busiest station: Maisonneuve/Bleury with 87,122 transactions
- BIXI Manulife Valets: more than 44,000 bikes handled at permanent and temporary event stations
- Overview of the six Free BIXI Sundays offered by Manulife (themed events taking place the last Sunday of each month): more than 134,000 trips taken equaling around 400,000 km covered

*"This excellent end-of-season report confirms the success of the bike-sharing service relaunch, as well as the ever-growing interest that Montrealers and visitors have for the service. In October, we announced a major investment to enhance BIXI MONTRÉAL's service offering and help the city adopt new technologies more quickly. For Montreal's 375th anniversary, I would like to invite Montrealers to share their view of Montreal by participating in the project **Montreal, BIXI and me**,"* said Mr. Aref Salem, head of transport for the executive committee of the Ville de Montréal.



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THANK YOU TO OUR CUSTOMERS AND TO MANULIFE, BIXI MONTRÉAL'S PRESENTING PARTNER

BIXI would like to thank all of its members and customers for the 2016 season and hopes to see you all again on April 15 next year! BIXI would also like to extend a huge thank you to Manulife, its presenting partner, its media partners, LA PRESSE and Astral Affichage, as well as its valued collaborators.

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For more information

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ABOUT BIXI MONTRÉAL

BIXI-Montréal is a non-profit organization created by the Ville de Montréal to manage the bike-sharing system in Montreal. The network has 5,200 bikes and 460 stations in Montreal, Longueuil and Westmount.

ABOUT MANULIFE, BIXI-MONTREAL'S PRESENTING PARTNER

Manulife is a leading international financial services group providing forward-thinking solutions to help people with their big financial decisions. We operate as John Hancock in the United States, and Manulife elsewhere. We provide financial advice, insurance, wealth and asset management solutions for individuals, groups and institutions. At the end of 2015, we had approximately 34,000 employees, 63,000 agents, and thousands of distribution partners, serving 20 million customers. At the end of September 2016, we had \$966 billion (US\$736 billion) in assets under management and administration, and in the previous 12 months we made more than \$24.4 billion in benefits, interest and other payments to our customers. Our principal operations are in Asia, Canada and the United States where we have served customers for more than 100 years. With our global headquarters in Toronto, Canada, we trade as 'MFC' on the Toronto, New York, and the Philippine stock exchanges and under '945' in Hong Kong. Follow Manulife on Twitter @ManulifeNews or visit www.manulife.com or www.johnhancock.com.

ABOUT LA PRESSE, BIXI-MONTREAL'S MEDIA PARTNER

La Presse is a French-language newspaper of reference in Canada and its content is available on several platforms (digital edition for tablets, mobile apps, web, paper). *La Presse* stands out for its distinctive, rich and diversified coverage of the news. A recipient of numerous distinctions for the quality of its content and presentation, *La Presse* is also recognized for its series and in-depth articles, as well as for the large space it dedicates to debates. *La Presse+*, the free digital edition of the paper, uses all of the multifunctional capabilities of a tablet and offers the most complete news experience ever offered by the largest newsroom in Quebec.