



Press Release
For immediate distribution

**A successful 2015 for BIXI-Montreal:
a record number of occasional users and success with the new products offered**

Montreal, December 7th, 2015 – The first year of application of the five-year business plan for the NPO, BIXI-Montreal, exceeded expectations and the new fee structure introduced in 2015 allowed it to reach a record number of users.

"It was important for the BIXI-Montreal team to listen to their customers' needs, but to also have new citizens discover the service in 2015. The range of products was improved and the fees were reviewed at the beginning of the year, with the introduction of one-way trips at \$2.75 and 24-hour access being offered again for \$5. These changes contributed to a 91% increase in occasional user purchases compared to 2014," declared Ms. Marie Elaine Farley, chairperson of the BIXI-Montreal Board of Directors.

MORE THAN 181,000 CUSTOMERS AND A 9.4% INCREASE IN TRIPS

By November 15, 2015, more than 181,000 customers, both members and occasional users, had taken 3.5 million trips with BIXI. That's a 9.4% increase compared to 2014. BIXI also had a record number of occasional users this year, a category that includes one-way trips, 24-hour and 72-hour access. "The new one-way trip option is an innovation in the bike-sharing sector and this avant-garde product that we are so proud of has been extremely successful for its first year," added Ms. Farley.

While the number of occasional user purchases was 135,000 last year, it increased to 258,000 in 2015 (+91%). The new one-way trip counts for 41% of purchases this season in this category. The number of active members has remained stable (+0.2% yearly average vs 2014) and BIXI had up to 38,000 members throughout the season.

"The BIXI season was excellent and there were more Montrealers that come out this year to enjoy the service. Montreal is a bike city and the bike-sharing system is one of the city's signature features. Until April 15, 2016!" declared Mr. Aref Salem, head of transport for the executive committee of the Ville de Montréal.

PROMISING PARTNERSHIPS: a BIXI-STM committee and an agreement with the Olympic Park

With the aim of increasing collaboration, encouraging integrated mobility and better serving Montrealers, the Société de transport de Montréal and BIXI created a working committee in April 2015. Among the measures suggested and implemented this season, we would like to highlight that BIXI keys were distributed at six STM service points so that users could gain access to the BIXI network faster (2,750 keys distributed in 2015), BIXI stations were placed closer to STM stations and the BIXI squad was on site at the Berri-UQAM station.

présenté par





An agreement was made with the Olympic Park so that the BIXI stations could be stored there, allowing for a considerable amount of savings, greater synergy between operations teams and faster setting up and taking down of the network at the beginning and end of the season.

Lastly, partnerships with Vélo Québec, Communauto, Accès Montréal and the AMT were all renewed in 2015. For the first time, BIXI keys were available at the Maison des cyclistes.

THANK YOU TO ALL OUR CUSTOMERS AND OUR SPECIAL PARTNERS: TELUS AND LA PRESSE+

BIXI would like to thank all of its members and customers for the 2015 season, as well as TELUS, BIXI-Montreal's main partner, for its fifth consecutive year.

"The five years of partnership between BIXI and TELUS were marked by the arrival of the ever popular #BIXImagique, making more than a hundred happy customers with instant prizes offered by TELUS, including flowers, croissants and yearly BIXI memberships," highlighted Anne Belliveau, chief general manager for TELUS marketing communications. *"Our commitment to BIXI is important: it allows us to encourage Montrealers to adopt a healthier lifestyle, but also give back to the community. TELUS gave almost \$20,000 to Opération Enfant Soleil this year thanks to the participants that rode our stationary BIXI bikes at the Go vélo Montréal festival and Mont-Tremblant IRONMAN."*

BIXI would also like to thank La PRESSE+, associate partner.

"Once again this year, La Presse is happy to join forces with the BIXI network to promote its free digital edition for tablets, La Presse+, to a quality clientele that stands out for their choices in mobility and their support for innovation. La Presse+ is also proud to be a leading media source that can raise awareness and promote the BIXI service to a clientele with common values," commented Christiane Dubé, senior director of Marketing at La Presse.

Last but not least, thank you to Astral Affichage, a media partner since the beginning.

[Click here to download the 2015 report](#)

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ABOUT BIXI

BIXI-Montreal 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 TELUS

TELUS (TSX: T, NYSE: TU) is Canada's fastest-growing national telecommunications company, with \$12.4 billion of annual revenue and 14.0 million customer connections, including 8.4 million wireless subscribers, 3.1 million wireline network access lines, 1.5 million high-speed Internet subscribers and 980,000 TELUS TV customers. TELUS provides a wide range of communications products and services, including wireless, data, Internet protocol (IP), voice, television, entertainment and video, and is Canada's largest healthcare IT provider.

In support of our philosophy to give where we live, TELUS, our team members and retirees have contributed more than \$396 million to charitable and not-for-profit organizations and volunteered and more than 6 million hours of service to local communities since 2000. Created in 2005 by President and CEO Darren Entwistle, TELUS' 11 Canadian community boards and 4 International boards have led the Company's support of grassroots charities and will have contributed more than \$54 million in support of over 4,800 local charitable projects by the end of 2015, enriching the lives of more than 2.1 million children and youth. TELUS was honoured to be named the most outstanding philanthropic corporation globally for 2010 by the Association of Fundraising Professionals, becoming the first Canadian company to receive this prestigious international recognition.

For more information about TELUS, please visit telus.com.

ABOUT LA PRESSE, BIXI-MONTREAL'S ASSOCIATE 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.

