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Press release
For immediate release

BIXI MONTRÉAL LAUNCHES ITS 2019 SEASON! Free BIXI rides for Montrealers on Sunday, April 14.

(Montreal, April 12, 2019) As a special treat for Montrealers, [BIXI Montréal](#) will be offering free rides all day Sunday (8 a.m. to midnight): *“We are extremely proud to offer this as a thank you to all the users who have supported us for the past 11 seasons. In our most recent survey, customer satisfaction was at 95%. So this is our way of thanking them for their loyalty to us and their commitment to sustainable transport,”* said BIXI Montréal CEO Christian Vermette.

Preseason sales attest to enthusiasm for the service

Despite the poor weather, preseason sales of individual one-year memberships have increased by just over 5% compared to last year. An increasing number of companies are also getting on board, with group memberships going up 18%.

What's new: AMIS BIXI Program

BIXI Montréal has launched a new program that encourages BIXI riders to help make bikes and docks more available for fellow riders and earn rewards, like free BIXI passes, along the way. BIXI riders will be able to access the rewards by earning points. Points can be earned by renting bikes from crowded stations and bringing them back to stations that need more bikes. This program rewards BIXI riders for their efforts while keeping them in shape!

Agreement with the City of Montreal

Last January, the City of Montreal once again demonstrated its confidence in BIXI Montréal by signing a 10-year management agreement. This agreement reflects BIXI's status as a key partner in integrated mobility and shows that the City of Montreal is committed to making bike-sharing available to Montrealers.

BIXI to appear in 5 new boroughs, more equipment added

With these five new boroughs (**Lachine, Saint-Laurent, Montréal-Nord, Anjou and Saint-Léonard**), the BIXI network will be serving a total of 16 boroughs. In addition, 60 stations, 2,625 bike docks and 1,000 bikes will be added to the BIXI network. All these new additions are meant to both consolidate the network as a whole and meet the ever-growing demand of users.

Free BIXI Sundays by Manulife

For a fourth year now, Manulife is offering Free BIXI Sundays to Montrealers. On the last Sunday of the month, from May to October, BIXI rides are free throughout the city. BIXI recommends exploring the city according to a different theme every month, like museum tours (May), urban art (June), yoga in the park (July), picnic in the park (August), coffee shop tour (September) and movie nights (October).



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BIXI OPUS: Special fares for students and seniors

In 2017, Montreal became the first city in America to put in place a payment system combining public transit and bike-sharing, by using the OPUS card and smart stations.

In 2018, BIXI introduced two different one-way fares for OPUS card holders. Since these customers already use the STM regularly, this special rate encourages them to use BIXI for the last kilometre of their trip. As such, all monthly or annual STM pass holders can purchase a regular BIXI OPUS fare for \$2.50. A student and senior BIXI OPUS reduced fare is also available for \$2.

Manulife remains a major partner

For a fourth year now, Manulife has renewed its agreement as BIXI Montréal's presenting partner. *"Once again this year, we are very pleased to help to promote active mobility in Quebec. We're actually planning a few surprises for the 2019 season, which makes us even more excited about the reappearance of BIXI bikes on Montreal's bike paths,"* said Richard Payette, Manulife Québec's President and CEO.

New partners

Fido and Nespresso have both signed on as new partners to organize stand-alone promotional activities.

BIXI stats

Montreal currently has the 2nd largest bike-sharing network in America, and is a world-renown leader in the field. Since its launch in 2008, 1.3 million BIXI riders have taken 38 million trips.

In 2018

- Over 5.3 million trips, a record-breaking number.
- The service has seen 220% growth over the last five years.

ABOUT BIXI MONTRÉAL

BIXI MONTRÉAL is a non-profit organization created by the City of Montreal to manage Montreal's bike-share system. In 2019, the network had 7,250 bikes and 600 stations throughout Montreal as well as in Longueuil and Westmount. For more information: <https://montreal.bixi.com/>

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