Public Bike Sharing

15,000 bikes, 9 countries, 3 continents: No other public bike sharing system has a larger international network of rental bikes. Founded in Leipzig in 2004 as a regional enterprise, today nextbike is present in more than 30 German cities and in Austria, Latvia, Poland, Switzerland, Turkey, Azerbaijan, Cyprus and even in New Zealand.

TWO WHEELED REVOLUTION

"nextbike" – the name says it: always having a bike close by. nextbike-founder and manager Ralf Kalupner explains: "Our mission is to reduce traffic congestion, noise and emissions. People’s travel needs are changing and we offer a simple solution. It started with 20 bikes in Leipzig. Now we are present with more than 15,000 bikes worldwide. Our bicycle fleet stands for urban mobility that is inexpensive, flexible and healthy. And let’s not forget also fun. In Warsaw, for example, we recently installed 1,000 bikes which attracted over 130,000 rentals in the first month."

ADVERTISING ON THE MOVE

The success of nextbike is based on the simple idea to combine bike rentals with specially designed advertising panels. Advertisers can place attractive targeted messages, while rental customers profit from low rental prices.

MADE-TO-MEASURE

We tailor the system for the differing demands of each city. The bikes can operate with or without a fixed docking port and rental terminal. They can be placed freely in public space or may be set up in a fixed storage facility with rental terminal. Bike rentals and returns are automatically managed; by phone, app or customer card. The customer pays by credit card or direct debit. Additionally we offer prepaid and e-payment solutions.

SIMPlicity AND TECHNICAL PROGRESS

With each new project, the nextbike system develops new systems and technology. At the beginning, rentals were made by calling the hotline and sending text messages, and then customers were able to rent bikes by app and on rental terminals, now we have started an automated locking system. Separate combination locks and bicycle stands allow the parking of bikes at a station when the storage facilities are occupied.

To optimize our flexible system we are beginning to introduce bicycles with onboard computers equipped with GPS that correspond to the rental terminals.

This year we also began to offer e-bikes, for example in our projects in Burghausen and Austria. Additionally, nextbike works on an individual solution of electro-mobility.
Since early summer of 2012, nextbike offers an app for iPhone and Android. Available bikes in close proximity are displayed in a matter of seconds and can be rented by QR-code.

nextbike has its headquarters in Leipzig. Management, IT and customer care operate from here. The bikes are assembled in our own production facility and delivered worldwide. In 2012, nextbike was awarded with the Founder Prize donated by the Sparkasse Leipzig. Internationally and nationally, nextbike could achieve a good reputation and maintains intensive contact to local players in many places. Besides the core market in Germany, nextbike applies an international strategy that is unique in the bike sharing field. It is based on a franchise system that grants licences to local partners for cities or whole regions.

Boris Johnson, Mayor of London, hailed bicycle share as “a new dawn for the bicycle.” Public bike share schemes such as London’s Barclays Cycle Hire have become a very popular addition to towns and cities. Since the scheme started in 2010, there have been over 14 million trips made. Other cities are looking at the model, with several more schemes likely to appear over the next few years.
"50 years ago there was a huge innovation in cities; pedestrian zones. Before that, there were only cars rolling wherever they pleased, but with the introduction of pedestrian zones cities became more accessible and lively again. Within 10 years of the first pedestrian zone implementation every city that aspired to being modern had its own pedestrian plan. Since the turn of the millennium something similar has been happening. Suddenly there are public rental bikes and people are enthusiastically accepting and using them. Thanks to bike sharing systems in vanguard cities those cities have become livelier and more dynamic, and now again within a decade, every city that is aspiring to being modern is looking to get their own public bike sharing system. Pioneers have included, Velo-city hosts such as Amsterdam and Copenhagen, and of course Paris in 2003 where the "Velorution" took place not much later. Seville would probably not have been host of Velo-city in 2011, if it had not set the benchmark with their public bike sharing system. With only a small budget Seville has set in motion an incredible success story, in only three years the cycling modal share has increased from almost 0% to 6%. With an essential precondition; a tight, working network, and rental stations that are connected to other means of public transportation such as buses and trains.

The organisation ECF together with German ADFC specifically lobbies for public cycling. However for a fast and positive development of public cycling the following is important to remember; cycling increases wherever rental bikes are installed because cycle routes are expanded, bicycle infrastructure is developed and cycling is altogether given more room. All participants profit from this: the cities, the cyclists, retailers and last but not least car drivers, because there will be less traffic congestion. The decade of "public bike sharing" has begun, full of promise and good results. This gives me the opportunity to talk about the role of companies that develop and maintain our bicycle rental systems. It is companies such as Nextbike that enable the success of public bike sharing as well as making a profit from it. As such it is important to pull together with these committed companies to create sustainable win-win-situations in cities and regions."

With over 70 member associations from more than 40 countries, the ECF, European Cyclist Federation, is the leading head organisation in the "Cycling Advocacy"; more on www.ecf.com

nextbike is the German market leader in the international sector of public bike sharing systems. Our company is present in nine countries. Starting with a franchise partnership in New Zealand, Switzerland and Austria over BalticBike in Riga, with Wall AG to Konya, over the Cypriot Beach to the Grand Prix in Baku and the foundation of nextbike Polska, the expansion of the young company is a success story. Besides further development in Eastern Europe, at the moment the focus is on the British Isles. To continue this work, nextbike is always looking for franchise partners in Germany and abroad, who like to develop the business on the home market. nextbike will provide the whole rental system and support the training of local service and sales employees. The franchise partner can market an own nextbike system to cities and public transport companies, can sell advertising on the bikes and will profit from rental revenues. From Leipzig, nextbike maintains intensive contact with all franchise partners and provides regular updates about new functionalities of nextbike rental system.

GERMAN BIKE RENTAL SYSTEMS REACH MATURITY

ADAC Study: Rental bikes in European cities 2012

[...] The survey EuroTest compared bike rental systems in 40 cities by internet research and provider interviews in spring 2012. Nextbike was one of those that were selected as being ‘excellent’. The accessibility, the offer of information, the rental process, the handling and the bike equipment were evaluated. Bike rental systems have reached maturity, ADAC concludes.

NEXTBIKE INTERNATIONAL

In August 2012 nextbike started the largest Eastern European public bike rental system in Warsaw under the name “Veturilo”. This project is a great success – after only 30 days there were 130,000 rentals. In the first stage, people in the Polish capital can rent 1,000 bikes from 55 rental stations. By 2016, 2,100 rental bikes will be provided at 125 fully automated stations. Expansion is realised by commercial involvement, such as sponsoring and BusinessBike stations at companies on the one hand and integration of further districts of Warsaw on the other hand. For Veturilo, nextbike has developed an automated locking system that increases safety and speeds up the rental process. Different from public bike sharing systems in London and Paris, bikes in Warsaw can be returned at occupied stations thanks to separate combination locks. All rentals at nextbike Polska are free of charge the first 20 minutes.

VETURIL0 – 130,000 RENTALS IN 30 DAYS
International

- **Cyprus, Limassol**
  Franchise partnership without public sponsorship. National expansion is planned.

- **New Zealand, Auckland and Christchurch**
  Franchise partnership without public sponsorship.

- **Latvia, BalticBike**
  Cooperation with Air Baltic in Jurmala and Riga.

- **Poland, nextbike polska**
  Projects in 4 cities, largest system in Warsaw with 125 stations.

- **Austria**
  Over 350 stations in 4 federal states, winner of Austrian Energy Globe Awards.

- **Azerbaijan, Baku**
  Start at Eurovision Song Contest.

- **Turkey, Konya**
  Cooperation with Wall AG in Turkish metropolis.

- **Switzerland, Lucerne**
  Cooperation with Caritas.

*Start in Konya with municipality, representatives of the press and interested public.*

*Just in time for the Eurovision Song Contest the first nextbikes roll in Baku.*
Most stations in Limassol are located at the much frequented beach promenade.

In New Zealand nextbikes roll in Auckland, Christchurch and soon in Wellington.

BalticBike – one system: From the Latvian capital one can cycle comfortably to the seaside resort Jurmala, return the bike at a station there and cycle back in the evening.
nextbike – Public Bike Sharing

BRAND AMBASSADOR AND ROLE MODEL

nextbike public bike sharing will set your outdoor advertising in motion. nextbikes are both, an extraordinary mobile advertising platform and a climate-friendly means of transport. Whether on the street, in pedestrian zones, on public places or at central traffic intersections – parking and cycling, nextbikes cannot be missed. Using nextbike data advertisers can reach the general public as well as target specific groups.

nextbike offers advertising space with added value. In addition to QR-codes we will complete your poster advertising with campaign-specific content in our text messages and call center services. Your advertising will gain from the positive image of bicycles as your brand message takes to the road. Our bikes are in the focus of the public.

With more than 80% positive results in the field of mobile media respectively advertising on bicycles nextbike and its networks (nextbike head company, metropolradruhr, NorisBike Nuremberg, UsedomRad) rank among the best rated companies in the German trade association Ambient Media.

“WE ARE GE” IN GERMAN CAMPAIGN “GERADELT UND GELADEN”

Wind turbine manufacturer General Electric advertised on nextbikes in Hamburg and Berlin in 2012. Via USB-interface in the bicycle basket customers could charge their mobile phone while cycling. This way, sustainably generated energy by GE was made clear.

CLEAN AND CLOSE TO NATURE – NIVEA “PURE AND NATURAL” CAMPAIGN

In 2012, Nivea skin care series “Pure and Natural” was advertised for the 2nd time. The campaign ran for two months in 11 German cities on over 3,000 bikes.
NEXTBIKE FOR EMPLOYERS – BEAT THE RUSH HOUR TRAFFIC

Do your employees get stuck in rush hour chaos?
Do they often have to shuttle between branch offices?
Are your employees commuters dependent on public transport?
Would you like to allow your employees to run errands during their lunch break and get some fresh air?

With a nextbike bicycle fleet you can offer all this to your staff. The bicycle is the fastest means of urban transport, independent from timetables or parking problems. With BusinessBike you will save purchase and maintenance costs. Along with fitter and more satisfied employees, your business will also gain an eye-catching and image-promoting presence in the city.

Wolfgang Kögstedt, assistant director, Bertelsmann: “Our motto is ‘Move people. Shape the future.’ This slogan perfectly fits nextbike. It is not only our concern to stimulate social progress, but also to move people in the full sense of the word. Now we do this at our location in Gütersloh with nextbike rental bikes. They attract interest, are fun, and are also pretty cool.”

Volker Gerland, head of music school in Dortmund: “I can move very fast and flexibly with nextbike. There is a rental station directly opposite the school and I can combine services without being dependent. As there are many rental stations in the city, I can return the bike at a station and continue my journey with public transport.”

Tanja Menzel, Accounting, City Council Dortmund: “Our office is located far from the head office of culture management. We often have to go there for meetings. Using a rental bike for this route is time- and cost-saving and more flexible.”

With rental bikes companies can save space, time and money.
PUBLIC TRANSPORT COOPERATION – THE INTERMODAL MOBILITY CHAIN

MiD Mobility in Germany recorded the highest growth in traffic volume for bicycles and public transport (MiD Mobility in Germany, 2008). Public bicycle rental systems offer an ideal supplement to public transport as a climate-friendly alternative to private cars. nextbike rental bikes are available around the clock. They close the gaps in public transport networks and schedules and supplement them at low cost. Tighter and more efficient networks save time not only for commuters and business travelers, but also for tourists.

EVERYTHING ON ONE CARD – INTEGRATING THE BICYCLE INTO THE PUBLIC TRANSPORT SYSTEM

In addition to spatial and fare integration, we also offer technical connections. All 3,000 nextbikes in the Ruhr region can be rented with e-tickets provided by public transport operator VRR. Apart from cooperation with public transport operators nextbike is also in close partnership with car-club providers such as DriveNow, Car2Go and teilauto. We are witnessing an intertwining of transport operators to make a multimodal chain, making it easy to get around without owning a car.
MOVING THE MASSES – DEVELOPING IDEAS

Fairs, conferences, city festivals – at big events the bicycle is the fastest and most flexible means of transportation, especially for employees and visitors who have to commute between different locations or on a large area. With nextbike rental bikes, access to and around events can be provided ecologically and easily. We also provide promotion teams, so that the event promoter does not have to manage, purchase or maintain the bikes. Since 2008 nextbike has been the mobility partner of the ‘Eurobike’ trade fair in Friedrichshafen. At this annual European bicycle industry trade fair 500 ‘nextbikes’ are provided for rental every year. At the International Transport Forum, the yearly meeting of ministers of transport of OECD countries in Leipzig, nextbike offers an exclusive bicycle fleet for their well-established bicycle tour.

EventBike

› **IMD International Days of New Music, Darmstadt**
  250 bikes for the festival

› **Bachfest, Leipzig**
  50 branded bikes for employees since 2010

› **International Transport Forum, Leipzig**
  since 2010 with more than 100 bikes

› **Catholic Day, Mannheim**
  200 bikes on 50 service stations

› **EuroBike and Outdoor Fair, Friedrichshafen**
  500 rental bikes on mobile stations since 2008

Two wheeled city tour. For the participants of the ITF the bike tour is a welcome change in the conference schedule.

Group tour with metropolradruhr on the Rehberger-bridge in Oberhausen
HOLIDAY ON TWO WHEELS

Bicycle rental systems are not only relevant for everyday use but also for tourism. The bikes of nextbike are equipped with 3 or 7 speed gears, and an adjustable saddle for longer tours.

Whereas there are many short trips from A to B on weekdays, people tend to rent bikes for the whole day at the weekend. For both, everyday users and tourists, it is comfortable not to be dependent on opening hours.

Who still likes to get personal assistance, can go to the tourist information offices, with which nextbike cooperates in nearly every city. Access to nextbike system is global. Once registered, one can rent bikes in every city. It is possible to rent up to four bikes on one account.

BETTER SERVICE FOR GUESTS, ATTRACT ATTENTION TO THE HOTEL

Whether visiting a trade fair, a joyride to the pub, a sightseeing trip or an excursion to the countryside – hotel guests often like to explore the surrounding area without having their own bike with them. An indisputable bonus for guests, hotel operators often fear high costs for maintenance and repairs of the bikes. HotelBike by nextbike offers a simple solution. Perfectly serviced rental bikes are available around the clock in front of the hotel.

The rental process is fully automated or can be carried out at the reception; the payment is added to the room bill. nextbike will manage delivery and service. With individual branding for the bikes, the hotel is guaranteed attention.

Hotel Partners

› B&B, Germany

› Marriott, Leipzig

› Westin, Leipzig

› Aspria, Berlin, Hannover

› Macrander, Offenbach

› Park Inn, Berlin

› Hotel Vier Jahreszeiten, Düsseldorf

› NH Hotel, Dresden

› Derag Hotels, Frankfurt a.M.

› Radisson Blue, Leipzig

› Comfort Hotel, Düsseldorf

› Ibis Hotels, Dresden

› Novotel, Hannover
In 2009, the German Ministry of Transportation initiated the contest “Innovative Public Bike Rental Systems”. Eight communities and six concepts were provided with funding. Nextbike is involved in 3 projects as cooperation partner. All of these projects were quickly implemented and will be self-supporting until 2013. They are an example for climate-friendly and energy-efficient short-distance travel with the help of innovative public bike rental systems in combination with public transport. “Cycling is good for the climate and the cities. Bicycles do not cause emissions, are less noisy than cars and need less space in the streets. With less motorized and more bicycle traffic, cities become more attractive places to live, especially for families with children. […] The goal of the nationwide competition initiated in April 2009 by the Ministry of Transportation, is to combine the advantages of cycling with the preferences of efficient and attractive public transport. By linking up – the bicycle as zero-emission vehicle and public transport – provide important components of sustainable mobility for cities and regions.”

Source: Competition documentary “Innovative Public Bicycle Rental Systems” New Mobility in Cities, December 2009

Tourism Focus

In this project, the focus is not on everyday transport, but on tourist usage. On behalf of the company ‘UsedomRad’, 1,000 bikes are rented via the nextbike system platform. Additionally, further services, such as the rental of accessories or the exchange and recharging of batteries for e-bikes, are possible at manned UsedomRad-Plus stations.

Norisbike – Nuremberg

Norisbike is one of the most successful bike rental systems in Germany. 750 rental bikes are available at 66 stations in the city area around the clock. More than 80% of the rentals are made by residents of Nuremberg. The public bike rental system is main part of the city campaign “Nuremberg Rises”. Companies and institutions such as DATEV and the federal employment agency use our rental bikes.

Explore the Ruhr Metropolis

In June 2010, ‘metropolradruhr’ was developed as one of the biggest bike rental systems in Europe. The regional approach is unique: 3,000 bikes can be rented and returned at 300 stations in 10 cities in the Ruhr area. Subscribers of involved mobility networks (VRR) have price benefits and use their e-tickets to rent our bikes at rental terminals.
TECHNICAL CHARACTERISTICS OF NEXTBIKE RENTAL BIKES AND STATIONS

Specification of nextbike Rental Bike

1. nextbike advertising panel
2. aluminium cover with bike number
3. saddle with theft protection
4. aluminium seat post
5. adjustable quick-release
6. nextbike aluminium frame for application of advertising
7. frame colour: silver-grey, powder-coated
8. aluminium handlebar stem
9. aluminium handlebars
10. robust bicycle bell
11. front wheel basket (suitable for laptop cases)
12. front wheel mudguard with splash guard
13. headlight in accordance with German traffic safety standards attached to fork
14. steel fork with v-brake
15. Shimano hub dynamo
16. light-alloy v-profile rims
17. puncture resistant tires with reflective strips from Schwalbe
18. bottom bracket with aluminium crank
19. aluminium pedals
20. robust aluminium side stand
21. stable chain guard
22. Nirosta anti drop chain
23. Shimano 3-speed hub gears
24. backlight in accordance with German traffic safety standards

Bikes and stations are assembled in own assembly facility in Leipzig.
Specification of nextbike Stations

- power supply via buffer battery and solar cells
- embedded computer with data communication via mobile phone network
- connection to nextbike computer via defined interfaces
- high-contrast text display for user interaction and vandalism resistant keypad
- RFID-card reader for identification of nextbike customer cards, e-tickets of public transport, RFID-cards of car-sharing partners or other enterprises
- intuitive user dialogue in German and English
- registration possible at all terminals
- rental and return of bikes via customer card
- self-sufficient stations, no connection to power supply system necessary
- bikes can also be returned at occupied stations
- installed city maps with designated rental locations
- real-time data communication between station and headquarters
- foundation of steles necessary, manual excavation 30 cm
- modular and flexible installation of stands and base plates possible
- no foundation of stands necessary, fastening with dowels sufficient