



Press Release  
For immediate release

## **SÃO PAULO IS ABOUT TO EXPERIENCE THE WORLD'S MOST MODERN BIKE SHARING TECHNOLOGY AS PBSC URBAN SOLUTIONS ROLLS IN!**

*Deployment of a brand-new bike sharing network jointly orchestrated by Itaú Unibanco, tembici., the City of São Paulo and PBSC Urban Solutions, as part of an unprecedented countrywide urban mobility initiative*

**SÃO PAULO, January 30, 2018** – PBSC, leading global provider of bike sharing solutions and sustainable urban mobility pioneer, kicked off today the rollout of an initial network of 2,600 bikes and 260 solar-powered stations to be spread across São Paulo.

A pioneer city on a number of fronts and an exceptionally vibrant cultural and economic capital, São Paulo was among the very first South American cities to implement a large-scale bike sharing network as part of its vision for ultramodern and interconnected urban mobility. Today, this thriving city enters a new age as Itaú Unibanco, tembici. and PBSC Urban Solutions – world leader in sustainable mobility solutions – take their project into a whole new technological era.

This rollout represents the second and most major milestone of a country-wide initiative to bring the most modern bike sharing experience to tens of millions of Brazilians across the nation's largest cities. The response to the new system has been beyond positive so far; Brazilians are delighted to welcome efficient, reliable, proven and safe bike sharing technology into their daily commute.

"While Brazil is the fifth-largest country in the world, 86% of its population lives in urban areas, making bike sharing one of the most efficient and healthy ways for locals to get around. The PBSC team could not be more excited and proud to further its alliance with tembici. and Itaú Unibanco by providing the 20 plus millions of the Greater São Paulo area, as well as its millions of annual visitors, with a clean mobility alternative and an experience that everyone can love and enjoy!"

– Luc Sabbatini, CEO, PBSC Urban Solutions

### **Ride On!**

The people of [São Paulo](#) are gearing up to welcome unprecedented levels of excellence as the first stations and bikes hit the pavement in some of the most strategic areas of the city today. By early spring, a first phase of the system will be in full operation by tembici., known for their expertise in managing successful bike share projects in South America. Not only will the new network be extremely accessible through various payment and unlocking options such as a smartphone application, cash payments at designated sales points, Bilhete Unico card and credit card payments directly at the docking terminals, more bikes will be added and made available at major public transit hubs as the scheme continues to expand. Ideal for citizens, tourists, occasional riders and urban explorers, PBSC's new system will have something for everyone!

### **A Bike FIT for Brazilians**

A bright orange version of the [FIT bike](#), the lightest member of PBSC's family of bikes, was selected for its smart ergonomics and sleek and modern look, providing an optimal riding experience for all types of cyclists. The bike is fully adapted to the daily reality of this lovely city, not to mention its durability which will help ensure sustainability as South America's largest metropolis, let alone the world's third most populous urban area, begins to include the FIT in its daily commute.

## Quotes

“To include urban mobility as one of the bank’s official causes has been worthwhile. We have been successful in ensuring that more people are beginning to use the bicycle as a means of transportation. Now, with an increasing number of cyclists, this new phase in the project will be to leverage the know-how acquired over the years to raise quality of service and user satisfaction to another level.”

– Luciana Nicola, Senior Manager for Governmental and Institutional Relations, Itaú Unibanco

“We are very happy to introduce the most widely used system of shared bicycles in the world to Brazil. In addition to bringing new technology, we studied the most successful systems and applied the processes of management and distribution of the stations in the new Bike Sampa. tembici. rethought the whole project and the user can now count on a practical bike sharing system.”

– Tomás Martins, CEO, tembici.

According to Sérgio Avelleda, Municipal Secretary of Mobility and Transportation of São Paulo, the new bike sharing program benefits mobility in all regions of the city of São Paulo.

“Mayor Joao Doria’s administration values active mobility. The new program of shared bikes will favour the use of bicycles with multiple operators, with access through “Bilhete Unico” (Sao Paulo’s unified transportation fare), and addition of bicycles in the peripheral region of the city. This is a very successful public policy.”

– Sérgio Avellada, Secretary of Transports, City of São Paulo

## About PBSC Urban Solutions

Through sustainable technology solutions for smart cities, PBSC is changing the world, one city at a time. As a leading global provider of bike sharing solutions and urban mobility pioneer, PBSC’s team develops, markets and operates – directly through its subsidiary operator, or indirectly through a global network of local partners – the most advanced and customizable urban solutions for smart cities. Recognized as a catalyst for social innovation, PBSC currently has three models of bicycles – ICONIC, FIT and BOOST (e-bike) – deployed around the world and continues to expand its global footprint. For more information, visit [www.pbsc.com](http://www.pbsc.com).

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