

PBSC SECURES ITS FIRST BIKE SHARING CONTRACT IN FRANCE

- *270 brand new bikes to be deployed in Valence and surrounding areas over the course of Fall 2018, including 60 BOOST electric pedal-assist bikes*

Montreal, May 15th, 2018 – PBSC Urban Solutions, global leader in bike sharing and smart station technology is proud to announce its upcoming rollout within the territory of Valence-Romans Déplacements (VRD). France is a country that is already well-versed in the concept of bike sharing, with an extensive network that presents many opportunities for development in the coming years. PBSC will be bringing its modern urban solution to the citizens of Valence and Romans-sur-Isère, a proven best-in-class system that is already established in numerous cities across several continents.

“As the public transit authority and advocate of the urban shared bike system, we are excited to announce that Libélo is partnering with Canadian enterprise PBSC to revitalize the shared bike system, with more stations, easy access to bikes, 60 e-bikes outfitted with pedal-assist technology and a long-term rental service. This system is already established in cities like Montreal, London, Chicago, Toronto and Rio de Janeiro, and now it’s time for the people of Valence to experience the benefits of this best-in-class technology.”

– Marylène Peyrard, President of Valence-Romans Déplacements VRD

The implementation of this modern urban mobility solution is set to take place in Fall 2018, with a total rollout of 270 bikes, 210 of which will be the well-established ICONIC model. The remaining 60 bikes will be brand new BOOST ebikes, outfitted with rechargeable batteries that power up quickly while bikes are docked and offers riders autonomy with the ability to ride 60 km between charges.

The new system will incorporate the 20 stations already in existence with an additional 5 stations to be added across three cities, a combination of solar-powered smart stations and hardwired e-stations which are adaptable to existing power connections and will allow for a simple and swift transition. The new system will remain compatible with the OÙRA! transit card in order to make the process as seamless as possible.

“We are thrilled to be embarking on this new journey in France and to be able to offer our proven urban mobility solution to the residents of Valence and Romans-sur-Isère. This project is a true collaborative effort, and we are very appreciative to VRD for placing their confidence in us and our system and making it possible for us to provide the highest caliber of two-wheeled transportation available.”

– Luc Quéstel, COO of PBSC Urban Solutions

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 of 60,000 bikes and 5000 stations - with more than 220 million rides so far!!

For more information, visit www.pbsc.com

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