

PBSC URBAN SOLUTIONS ANNOUNCES SUCCESSFUL ROLLOUT IN BUENOS AIRES

- Introducing 4,000 ICONIC bikes to the Argentinian capital, doubling the shared bikes available in the city
- Installation of 400 solar-powered smart stations is underway, all equipped with backlit ad panels

Montreal, February 20th, 2019 – PBSC Urban Solutions, global provider of sustainable urban mobility systems, is pleased to announce another successful rollout in South America. Once again, PBSC has stepped in and demonstrated its expertise in replacing an existing system, executing a seamless transition while implementing an urban mobility solution that is geared to the specific needs of the city.

This latest rollout represents another major success for PBSC, enhancing its presence within Latin America. The urban mobility pioneer is already well established in six cities across Brazil - São Paulo, Rio de Janeiro, Recife, Vila Velha, Porto Alegre and Salvador, as well as in the Chilean capital of Santiago. With the addition of 4,000 industry-leading ICONIC bikes in Buenos Aires, there are now over 17,000 PBSC bikes on the streets of South America alone.

This latest development is the result of PBSC's continued collaboration with Brazilian-based Tembici., specialists in the operation of bike share systems and industry leaders in their field. PBSC's longstanding efforts in this market are resonating with users as ridership numbers continue to climb, securing their status as the premier provider of bike share solutions in South America.

"We are thrilled to be establishing ourselves in a world-class city like Buenos Aires, with all that it has to offer. It is one of the most visited cities in South America, and we've specially designed this system to integrate seamlessly with the existing transit infrastructure, to be in perfect harmony with its surroundings. We've set out to win over tourists and locals alike. It's our goal to ensure that everyone has access to the best urban mobility on the market today."

– Gian-Carlo Crivello, CRO – Client Relationship Officer, PBSC Urban Solutions

The Ecobici system will maintain compatibility with local transit cards, and the app with its user-friendly interface will ensure a seamless transition for all riders. Access to the new system will be offered free of charge for both tourists and residents of Buenos Aires.

Key Figures

- 4,000 industry-leading ICONIC model bikes offer a safe and comfortable riding experience
- 400 solar-powered smart stations distributed across the city allow riders easy access to the system
- Stations connected by 227 km of cycling paths

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 four models of bicycles – ICONIC, FIT, BOOST and E-FIT– deployed around the world and continues to expand its global footprint of over 75,000 bikes and 6,350 stations, with more than 250 million rides so far.

For more information, visit www.pbsc.com

Source:

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