



Press Release  
For immediate release

## **PBSC URBAN SOLUTIONS BRINGS SUSTAINABLE URBAN MOBILITY SOLUTION TO THE STREETS OF SANTIAGO**

- *3500 FIT bikes will be available for citizens at 350 solar-powered stations across the city*

**Montréal, February 1st, 2019** – PBSC Urban Solutions, global provider of sustainable urban mobility systems, is pleased to announce the deployment of their world-class bike share system in the Chilean capital of Santiago.

This latest rollout represents yet another milestone 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. With the addition of 3500 FIT bikes in Santiago, there is now a grand total of 13,000 PBSC bikes on the streets of South America alone.

Santiago is one of the most densely populated cities in the world, and with 7 million people residing within the Santiago Metropolitan Region, it is the 6th most densely populated city in South America. Bike-share has become an important part of the public transportation system, a key component that citizens have come to rely on in order to get around. As such, they need access to a convenient and reliable system which has been expertly crafted by PBSC Urban Solutions.

This latest development is the result of PBSC's continued collaboration with Brazilian-based tembici., operators in bike-share systems and industry leaders in their field, as well as sponsor Banco Itaú. PBSC's collaborative efforts continue to reap major rewards as they establish themselves as the premier provider of bike-share solutions in South America.

"This is an area where bike-share is in high demand, and we stepped in ready to take on the challenge. We are accustomed to devising urban mobility systems for cities with a high population density, specifically in South America. After its soaring popularity throughout Brazil, we knew the FIT bike would be the best option for Santiago as well. Our knowledge and experience played a key role in our ability to deliver what we believe to be the best available bike-share system on the market and bring it to the streets of Santiago."

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

PBSC has once again 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.

### **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 65,250 bikes and 5,750 stations - with more than 250 million rides so far!!*

*For more information, visit [www.pbsc.com](http://www.pbsc.com).*

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### **Source:**

Nathalie Doré  
PBSC Urban Solutions  
[ndore@pbsc.com](mailto:ndore@pbsc.com)  
1-450-748-7272 ext. 2039