



FACT SHEET

ABOUT B-CYCLE: B-cycle is a bike sharing system that helps people travel by bike for a healthy, green mode of transportation. B-cycle places bikes at convenient stations, offering an alternative to cars for short commutes and errands.

B-cycle is a joint venture between Trek Bicycle Corporation, Humana Inc. and Crispin Porter + Bogusky.

Denver is home to the country's first citywide bike sharing system with the introduction of Denver B-cycle on Earth Day 2010 (April 22). It consists of 500 bikes at 50 stations, and there are plans to expand.

Additionally, B-cycle bike sharing programs are also installed in Chicago, Des Moines, Louisville, South San Francisco, San Antonio, Honolulu, Boulder, Madison, Omaha and Spartanburg. An installation in Broward County, Florida is currently planned for 2011.

ABOUT THE SYSTEM:

- Low-maintenance, cruiser-style bikes were specially developed by Trek Bicycle to accommodate people of all sizes and biking abilities.
- Each bike is equipped with a data-tracking system that calculates mileage, calories burned and carbon offsets. Riders can access their personal data at their city's B-cycle website and connect with others at www.bcycle.com.
- Bikes are available at stations and feature three or seven speeds, lights, and a mesh front basket that holds up to 20 pounds.
- An onboard "B-lock" secures bikes at stops between B-stations.
- Flexible membership options are designed for residents and tourists. Rates vary for each city's program.

WHY BIKE SHARING:

- Bike sharing is gaining speed in the U.S. and around the globe.
- Just three hours of biking per week can reduce the risk of heart disease and stroke by 50 percent (Source: League of American Bicyclists).
 - Short car trips cause real damage to the environment: 60 percent of automobile pollution is created in the first few minutes of operation (Source: League of American Bicyclists), and 50 percent of car trips are less than two miles (Source: Nationwide Personal Transportation, USDOT, 1990).

BIKE SHARING MOVEMENT:

- Americans can call for bike sharing to come to their city at www.bcycle.com/whowantsitmore.aspx.
- Visit www.bcycle.com/beffect.aspx to find out how many calories your community will burn and the amount of carbon emission that can be reduced if it adopts bike sharing.

MEDIA CONTACTS:

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