

# TREK BICYCLE DONATES B-CYCLE BIKE SHARING SYSTEM TO CITY OF MADISON

\$2 MILLION INVESTMENT ENSURES CITYWIDE  
BIKE SHARING WILL OPEN IN MAY

(Waterloo, WI) – Trek Bicycle has donated a full B-cycle bike sharing system to the city of Madison, WI including an initial investment of \$2,000,000 to ensure the system will operate in 2011. Recognizing the city's current financial difficulties, Trek has agreed to waive the previously agreed upon annual contribution of \$100,000 by the city in exchange for just \$1 per year.

"Madison is our home and Trek is committed to making it a world class bike city," said Trek president John Burke. "We are very excited to be able to give this gift to the city." The initial Trek capital investment of \$1.4 million will include all of the 35 stations and 350 bikes that will be placed throughout the city while the company will contribute \$700,000 per year to cover the operational costs throughout the 5 year contract.



The investment also adds two years to the original agreement, ensuring that Madison residents and visitors are guaranteed to enjoy the benefits of B-cycle for a longer period of time. "This is going to be a great program for the people of Madison, our visitors and B-cycle," said Madison's Mayor Paul Soglin.

B-cycle is a next-generation bicycle sharing system that replaces the need for a car for short trips in, and around, urban areas. Since debuting in Denver, CO in 2010, B-cycle has been utilized over 100,000 times, 43% of which replaced a car trip in the city's downtown area. In addition to Denver, B-cycle is currently operational in Chicago, IL, Des Moines, IA, San Antonio, TX, and Kailua, HI and will soon appear in Broward County, FL, Boulder, CO, Omaha, NE, Spartanburg, SC, and Madison, WI.

**MADISON**  *cycle*

## / ABOUT TREK BICYCLE

Trek Bicycle is a global leader in the design and manufacture of bicycles and related products. Trek believes the bicycle can be a simple solution to many of the world's most complex problems, and is committed to breaking down the barriers that prevent people from using bicycles more often for transportation, recreation, and inspiration. For more information about Trek, visit [www.trekbikes.com](http://www.trekbikes.com).