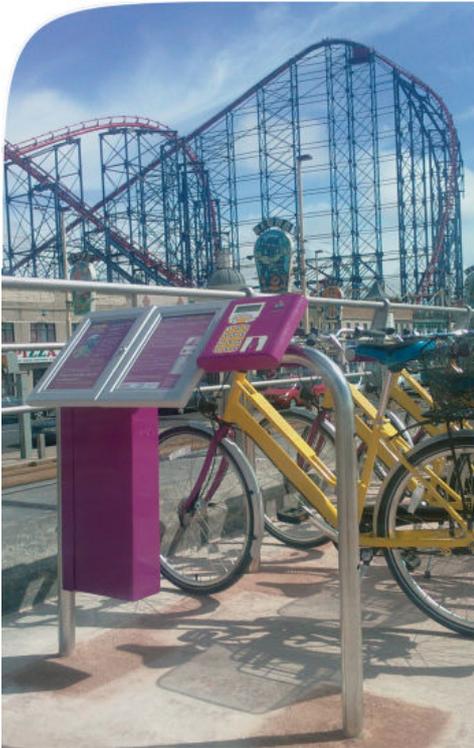




# Bicycle Sharing Systems



## contents

- 1 Introduction
- 2 Philosophy
- 3 Technology
- 4 Experience

Thank you for reading this brochure. Hourbike was formed to provide a bicycle based solution to the growing need for short distance mobility in urban areas, reducing vehicle based congestion and emissions as well as improving the health and vitality of its subscribers. We utilise the latest innovations in technology married with one of the oldest forms of transport to provide a user friendly system that is flexible and excellent value for money. Whether you are considering 10 bikes or several thousand, we can configure our system for you.

Our contact details can be found on the last page of this brochure.

# Introduction



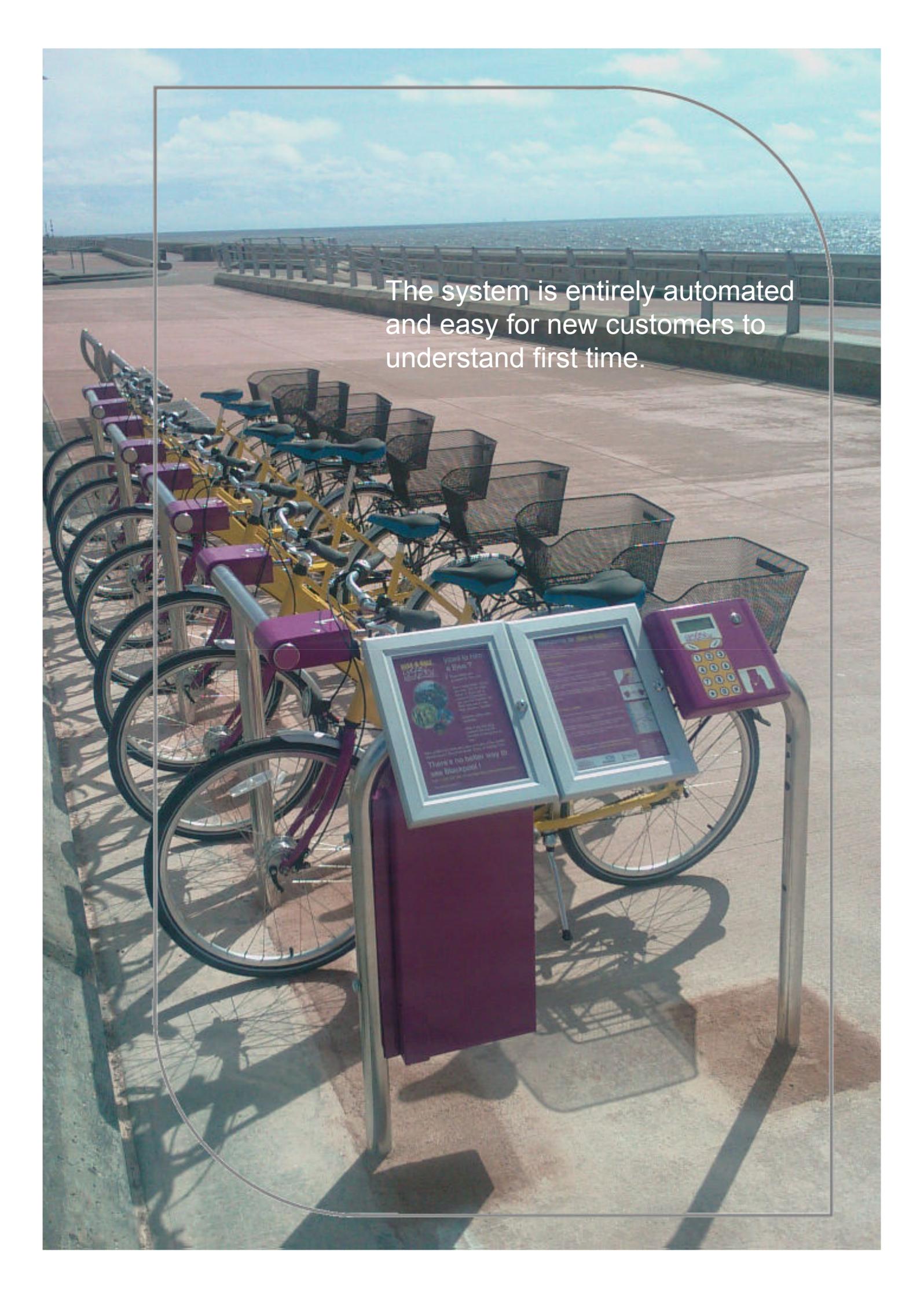
Wikipedia defines Bike Sharing as a programme whereby a number of bicycles are made available for shared use amongst individuals who do not own any of the bicycles. The central concept of the scheme is affordable access to bicycles for transport in order to reduce the use of cars or other emitting vehicles for short trips, at the same time increasing the health of its users.

The nature of shared bicycles is not new, some of the earliest projects being in the 70s in those countries where cycling is already a central part of transport culture.

However in recent years technology has been developed that enables these programmes to provide large numbers of bicycles efficiently and effectively through the use of on street automated rental stations.

The use of broadband wireless, smart cards and global positioning all play their part in modern systems that are very different from those available just a few years ago.

At Hourbike we believe we offer an innovative solution that is different. Not only do we have the systems and experience to operate large scale programmes at excellent value for money, but we can also offer that value to other organisations that wish to operate their own schemes but do not have the technology, procedures or experience to do so. As individuals we have a background in sustainable transport, and we understand what bicycle sharing is really trying to achieve for its host location.

A row of purple and yellow bicycles is parked on a paved area next to a body of water. In the foreground, a purple kiosk with a screen and keypad is visible. The kiosk has a screen on the left side with text and a keypad on the right side. The background shows a paved area, a railing, and a body of water under a blue sky with clouds.

The system is entirely automated and easy for new customers to understand first time.

# Philosophy



We have a philosophy of approach that we believe offers a number of important factors to the success of bike sharing schemes :

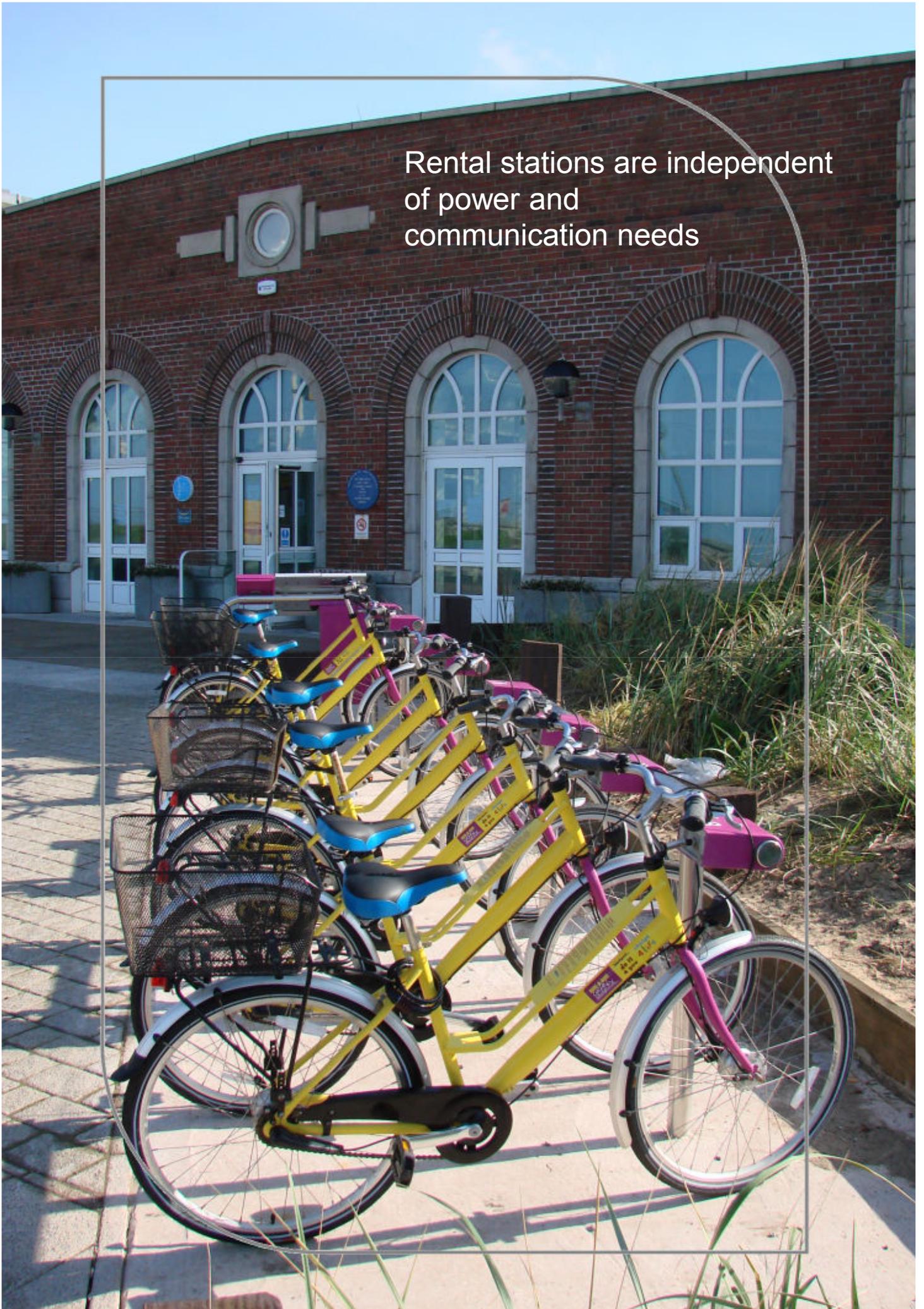
**Flexibility of system.** We know how important it is to create exactly the right solution for each location, whether the primary use is for leisure, business, utility or all three. Modifications to the bikes, tariffs, street furniture and sales approach are all very different when aiming the service for tourists, commuters, or students.

**Flexibility of approach.** We have experience of, and appreciate the very different physical and commercial environments that these schemes are suitable for, and therefore we don't operate with a fixed model but with a methodology that has the flexibility to adapt where required.

**Behaviour Change.** Our background is in travel behaviour measures – in the policies and techniques that help people start cycling more frequently. This approach is important in projects where the scheme is aimed at particular journeys and types of users and the materials produced should be aimed at those market segments.

**Forward Thinking.** This is an area where change and improvement will continue to develop at a pace. Customer's expectations are always growing. One example is that we currently only operate manual pedal cycles, but the provision of electric bikes, scooters or small electric vehicles through the same rental stations is already being planned.

Rental stations are independent  
of power and  
communication needs

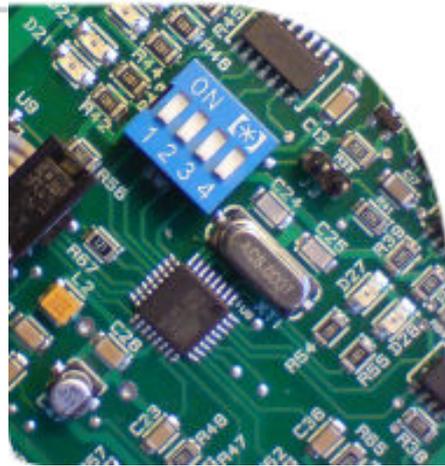


# Technology

The system we deploy is one of the most advanced available. It utilises the latest enhancements in wireless broadband technologies to provide a functionally rich and fast response for subscribers without the need for expensive connections to external power or communications networks.

As well as lowering costs this is a key benefit where flexibility of location or deployment of mobile stations is required.

Each station can accommodate from 2 to 8 bikes, and stations can be linked to provide larger hubs where needed. Where integration with existing RFID based smart card ticketing is needed, the system naturally supports the use of these technologies for customer identification.



Our bikes are specifically produced for us by Dawes, one of the UKs oldest bicycle manufacturers. Every part of the model has been designed with rental conditions as a primary design consideration.

With hub gears and brakes, 26in wheels, enclosed chains, self sealing tyres, luggage storage and advanced battery-less lighting that stays on for 2 minutes after becoming stationary, feedback from customers has been very positive. Its alloy frame keeps the weight low and it fits a wide range of riders.

In addition a complete software reporting, logistics & maintenance suite ensures bikes and stations are maintained to insurance requirements.



# Experience

Hourbike started supporting bike sharing in 2007 and is in its third year of operation. We currently operate schemes in a wide range of environments, our automated stations linking universities, transport hubs, visitor attractions, workplaces and even car parks.

Our subscribers come from equally varied backgrounds and use the bikes for a range of reasons.

We also have schemes operating under several different business models. Financing and income can vary greatly and as an operator we believe an open and flexible approach to this is essential.

We believe that to be successful requires a range of experiences in the team. Systems technology, materials engineering, social science, finance, sales and marketing skills are all required at various points in the development of these projects.



Over the years Hourbike has developed a methodology and approach to bicycle sharing that combines this built up knowledge.

To the external observer the core of the scheme appears to be a simple case of providing bikes attached to automatic locks but this belies the years of development that has created a scheme that works smoothly and efficiently. Our experience also brings the unique manner in which the service is customised, manufactured and presented to subscribers that suits each particular environment.

Bike sharing does, in fact, have the opportunity to become the next accepted form of short distance mass transit in every urban environment and we look forward to our part in making this happen.

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