

22 June 2020

Press release

Bike sharing

PubliBike to change pricing for private customers

On 22 June 2020, PubliBike is introducing a new pricing model for private customers which will include a basic rate. Riding a PubliBike will remain inexpensive, as holders of a monthly or annual subscription will continue to benefit from lower rates than customers who hire bikes on an ad hoc basis. For budget-conscious riders, there is a service without a basic fee. For business customer employees, the rates remain the same.

Following an introductory phase in the large Berne and Zurich PubliBike networks over the last two years, PubliBike is launching an sector-standard pricing model with a basic rate from 22 June 2020. The basic fee varies from between 0 and 4.50 francs, depending on the type of subscription and bicycle. From 30 minutes, use of the bicycles and e-bikes now costs a standard 10 centimes per minute (see table below).

The price of the “B-Flex” monthly subscription is dropping from 29 to 9 francs, while the most beneficial “B-More” e-bike subscription will reduce from 290 to 179 francs. The best rate for conventional bicycles is the “B-Fit” subscription: for 99 francs a year, no additional costs are incurred for any trips using standard PubliBikes. PubliBike has around 100 business customers throughout Switzerland whose employees are able to use PubliBikes at a discounted price. The rates for these users will remain the same.

New offer for groups

Registered customers travelling as a group can hire up to five bicycles at a time through their account. The rate for ad hoc rental applies from the second bicycle. Groups can then return the bicycles at different stations of their choosing. This also applies to business customer employees. Existing subscriptions remain valid until their expiry date and will then be converted to the corresponding new subscription type. All subscriptions enable use of the eight PubliBike networks across Switzerland.

5,000 bicycles and almost 500 stations

The introductory phase has demonstrated that maintenance of stations and bicycles and distribution logistics are very cost-intensive. PubliBike hopes to increase income by introducing a basic rate. However, the new rates still offer good value for money for customers compared to other companies in the sector. The rates are being changed in consultation with the purchasers of the eight PubliBike networks.

PubliBike currently operates 490 stations and 5,000 bicycles. 130,000 customers have used a PubliBike to date. In summer, over 10,000 journeys are registered per day. Berne has the largest network (190 stations, 2,000 bicycles), followed by Zurich (170 stations including Glattal, 2,000 bicycles) and Lugano (44 stations, 400 bicycles).

Photo: "Velo Bern" PubliBike network. (Photo: PubliBike)

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A comparison of new and previous rates:

Subscription	Duration	Price of subscription	Bicycle basic fee	E-bike basic fee	Minute rate after 30 minutes
B-Quick	Ad hoc hire	New Old	CHF 2.90 CHF 3.00	CHF 4.90 CHF 4.50	CHF 0.10 CHF 0.05 bicycle CHF 0.10 e-bike
B-Flex	1 month	CHF 9 CHF 29	CHF 1 CHF 0	CHF 2.50 CHF 0	CHF 0.10 CHF 0.05 bicycle CHF 0.10 e-bike
B-Fit	1 year	CHF 99 CHF 60	CHF 0 CHF 0	CHF 3.50 CHF 3.50	CHF 0.10 CHF 0.05 bicycle CHF 0.10 e-bike
B-More	1 year	CHF 179 CHF 290	CHF 0.50 CHF 0	CHF 1 CHF 0	CHF 0.10 CHF 0.05 bicycle CHF 0.10 e-bike