

Press Release

Bike sharing

PubliBike continues to focus its offering

PubliBike continues to strive to improve its profitability. For this reason, PubliBike decided not to participate in the two tenders in Geneva and Chur and to close its network in Yverdon on 20 December 2019.

In July 2019, the Board of Directors of Swiss Post decided that PubliBike would continue to professionalize its activities and focus on the optimization of existing networks. These measures aim to sustainably improve the economic viability of the offer, up to now in deficit, and to achieve a break-even result in the medium term. At the same time, strategic partnerships will be targeted.

No participation in the Geneva and Chur calls for tenders

For economic reasons PubliBike has decided not to participate in the tenders in Geneva and Chur, one of a number of measures. "In our experience, revenues from advertising, sponsorship and bike use are not enough to make the operation of a network profitable. A financial or logistical contribution from the cities is necessary", says Christian Plüss, Chairman of PubliBike's Board of Directors. The city of Geneva, for example, explicitly excludes such participation in its call for tenders. The situation is different in Basel, where the city plans to contribute to operating costs. PubliBike is actively considering participating in this call for tenders.

Closure of the Yverdon-les-Bains network

By mutual agreement with the city, PubliBike also decided to close the "Vintage" network in Yverdon-les-Bains on 20 December 2019. This small network, which was the only PubliBike network still operating with an old PubliBike system, was supposed to have been renewed. Unfortunately, no solution could be found that was acceptable for both the city of Yverdon-les-Bains and for PubliBike.

About PubliBike: PubliBike SA, created in 2014, is a subsidiary of PostBus. The largest bike sharing company in Switzerland operates 480 stations with more than 4900 bikes in eight networks in Fribourg, Lausanne-Morges, Lugano-Malcantone, Sion, Sierre, Berne, Zurich and Nyon-La Côte. In 2019, more than 2.5 million rides were already recorded throughout Switzerland, compared to nearly 800,000 in 2018. In total, PubliBike customers borrowed a bike nearly 3.2 million times.

For more information

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