

13 June 2018

Press release

PubliBike

THE NEW SELF-SERVICE BIKES ARE READY TO RIDE

PubliBike is modernizing the “La Côte” bike sharing network, which was made available to the public in collaboration with the regional council in the district of Nyon. Opened to the public on 13 June, the network consists of 12 stations and 130 new-generation bikes, with an equal number of normal bikes and e-bikes.

The “La Côte” bike sharing network has been enjoying much success ever since it was launched in June 2011 with the help of the regional council in the district of Nyon. In close collaboration with local businesses and municipalities, the network has been modernized and now comes with new bikes that are accessible via smartphone or SwissPass. Users will once again have access to 130 bikes, half of which are e-bikes, spread across 12 stations. In Gland, the old Gare Nord station has been moved in front of the Swissquote buildings. The station by the hospital has not been renovated for the time being and discussions are ongoing.

The new service will allow users to borrow bikes and e-bikes via the PubliBike App on their smartphones or by using their SwissPass card. All users need to do is register on the website or through the free app directly. A network map shows users where the stations are located and the number of bikes and e-bikes available at any given time.

The new bike model provides a more comfortable experience and does a perfect job meeting urban commuting requirements. Smaller and more manoeuvrable than conventional bikes, these bikes were designed specifically for bike sharing. The Pro-Jet association, which plays an active role in getting young people back into work, will continue to manage bike and network maintenance.

Following Lausanne-Morges, Lugano and Sion, all of which were launched recently, La Côte joins other PubliBike networks in French-speaking areas with stations equipped with latest generation bikes.

As for German-speaking Switzerland, the Berne network, which currently consists solely of “business” stations, will unveil 60 stations, 350 normal bikes and 350 e-bikes on 28 June. This summer, the Berne network will continue to expand, reaching 100 stations and 1,200 bikes by autumn. The Zurich network, which was opened on 6 April and now consists of 67 stations and 600 bikes, will also continue to grow until it has 150 stations. These are the two largest networks in Switzerland.

More information:

- PostBus/PubliBike Media Unit +41 58 338 57 00 infomedia@postbus.ch

Appendices:

- Photo: new station on the La Côte network (photo: PubliBike)
- Map of the La Côte network

What you need to know about the “La Côte” self-service bike rental network**Bike features**

The bikes' unique, light aluminium frames are suitable for people who are between 140 and 200 cm tall. Thanks to their 20-inch wheels, these bikes are smaller and more manoeuvrable than conventional bikes. Their 55 mm-wide tyres come with a built-in anti-puncture guard that also protects the bikes when riding over tramlines. The bikes are also equipped with smooth hub gears, hydraulic disc brakes and dynamo-powered LED lights, and half of them have an electric motor that helps riders reach speeds of up to 25 km/h. It is not mandatory to wear a helmet for this type of e-bike.

Borrowing bikes

Users gain access to the “La Côte” bikes by opening the lock on the bike/e-bike. Users only need to register once on the website or on the free PubliBike app. They can then use the app to find a free bike/e-bike, which they can open either via the app itself, or by using an RFID card such as the SwissPass. A journey can start and end at any station. It is also possible to make short stops between stations.

Prices

Experience has shown that most customers use the bikes for less than half an hour per journey. Seeing as the first half hour is free for people with a subscription, many people only pay the subscription fee. We recommend that regular users choose a yearly subscription because it will work out cheaper. The subscription can also be added to a SwissPass card. There are five different price options to suit everyone, whether you are a frequent user or just an occasional user. Whatever the option, borrowing a normal bike costs a maximum of CHF 20 for 24 hours and an e-bike costs CHF 40:

QuickBike (for occasional users) – no annual fee

Bike costs CHF 3 for the first 30 minutes (each extra minute 5 centimes) / e-bike costs CHF 4.50 (each extra minute 10 centimes)

EasyBike – CHF 50 per year and it is free to use a bike for the first 30 minutes (each extra minute 5 centimes) / e-bike costs CHF 3.50 (each extra minute 10 centimes)

MaxiBike – CHF 200 per year and it is free to use a bike for the first 30 minutes (each extra minute 5 centimes) / e-bike costs CHF 1.50 (each extra minute 10 centimes)

FreeBike – CHF 400 per year and it is free to use a bike for the first 30 minutes (each extra minute 5 centimes) / it is free to use an e-bike for the first 30 minutes (each extra minute 10 centimes)

And don't forget...

BusinessBike – staff have access to the bikes for companies with or without a station. These prices depend on the number of employees and whether the company wishes to set up a station on its premises.

Stations

65 normal bikes and 65 e-bikes are available at the 12 stations in the "La Côte" network. The bikes can be parked at the stations by manually closing the lock. The system does not require bikes to be docked, nor do the e-bikes require a charging device. The batteries are charged centrally by PubliBike and changed on site as soon as the system detects a low battery. The system's communication system is built into columns installed at the stations, which also provide customer information.

About us

PubliBike: mobile from start to finish

Bike sharing is the perfect accompaniment to private transportation and public transport for covering short distances. It helps reduce congestion in city centers while also increasing the appeal of public transport. Over the last few years, bike sharing has been gaining in popularity all over the world.

In Switzerland, PubliBike embodies this sustainable urban mobility. PubliBike has been setting up bike sharing networks since 2009 all over Switzerland, and is continuing to expand its networks today.

PubliBike is an independent private limited company and a wholly-owned subsidiary of PostBus.