

22.06.2022

Press Release

Price adjustments for private customers at PubliBike.

On 29 June 2022, PubliBike is introducing a new pricing model for private customers. The cost structure needs to be adjusted to cover costs. The basic tax-free offer for budget-conscious users will remain as will B-Fit subscription for regular users. The B-Flex and B-More subscriptions will no longer be available. The prices remain the same for staff of business customers.

PubliBike AG is currently unprofitable, so they need to adjust their prices. Prices were already increased two years ago, which did not slow the continuous growth in the number of users and bicycle stations. The new prices also compare very well to the industry as a whole.

Changes for private customers

The changes simplify the subscription structure. The B-Flex and B-More subscriptions will no longer be available from 29 June 2022. Current subscriptions will be switched to B-Quick with no annual fee at the end of the subscription period. These subscription switch will affect 3,000 of the 200,000 users.

The price of continuing B-Quick subscriptions will be increased by 20%. The basic price for the first 30 minutes as part of the most popular subscription, B-Quick, will increase from 2.90 to 3.50 francs for bikes and the first half-an-hour for E-Bikes will now cost 5.50 instead of 4.90 francs (see table). The price of a 24-hire for a bike will increase from CHF 20 to CHF 24 and from CHF 40 to CHF 48 for an E-Bike. The basic price of the B-Fit subscription remains the same. B-Fit is an advantageous offer for regular users who wish to use a PubliBike without electric assistance.

The prices remain the same for staff of business customers.

Continued environmental and social engagement

The high quality of the bicycle fleet remains unchanged. The high-quality PubliBikes are continuously maintained and the batteries for the E-Bikes are constantly charged replaced.

Adjustments need to be made so that the environmental and social commitment can be maintained. Collaboration with regional social partners and the use of renewable energies has great value. To maintain this status quo, the price adjustment is unavoidable.

Media enquiries:
PubliBike AG
Engelhaldenstrasse 39
3030 Bern
079 380 00 68
media@publibike.ch
www.publibike.ch

The new prices from 29.06.2022

Subscription	Duration	Subscription price	Bike basic tax	E-Bike basic tax	Price per minute after 30 mins	Maximum 24 hours
B-Quick	Spur-of-the-moment hire	CHF 0.	CHF 2.90 CHF 3.50	CHF 4.90 CHF 5.50	CHF 0.10	Bike/E-Bike CHF 20.-/CHF 40.- CHF 24.-/CHF 48.-
B-Fit	1 year	CHF 99.	CHF 0.	CHF 3.50	CHF 0.10	Bike/E-Bike CHF 20.-/CHF 40.- CHF 24.-/CHF 48.-