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Press Release

PubliBike AG

PubliBike Sets New Standards in Urban Mobility: Price Optimization from June 1

Starting June 1, PubliBike will introduce a new pricing structure that makes the first 30 minutes of using bicycles and e-bikes in the B-Quick subscription cheaper. At the same time, the rate for additional e-bike minutes will increase to improve the efficiency and sustainability of the service.

Good news for fans of urban, sustainable mobility: PubliBike, the leading provider in the Swiss bike-sharing market, announces a significant price optimization. These changes are part of PubliBike's ongoing effort to make urban transport more environmentally friendly and increase customer satisfaction.

Reduction of Entry Prices – More Mobility for All

From June 1, the prices for the first 30 minutes of using a bicycle or e-bike in the B-Quick subscription will be significantly reduced: from CHF 3.50 to CHF 3.00 for bicycles and from CHF 5.50 to CHF 5.00 for e-bikes. This measure aims to promote an even broader use of environmentally friendly means of transport, taking another step towards sustainable urban development.

Adjustment of Minute Rates – Promoting Responsible Use

To account for increased energy and maintenance costs for e-bikes, the rate for each additional minute after the first 30 minutes will be adjusted. The new minute rate will be CHF 0.20. This adjustment not only reflects the higher operating costs but also promotes responsible use of e-bikes, making them available to other users more quickly.

PubliBike Price Adjustments – What Changes

B-Quick

- **Reduction of Entry Prices:** The cost for the first 30 minutes will be reduced to CHF 3.00 for bicycles and CHF 5.00 for e-bikes.
- **Minute Rates:** Each additional minute will continue to cost CHF 0.10 for bicycles and will now cost CHF 0.20 for e-bikes, effective from June 1.

B-Fit

- **Price:** The B-Fit subscription will remain price-stable at CHF 99 until the end of 2025.
- **E-Bike Rates:** Currently CHF 3.50 for the first 30 minutes. From June 1, 2024, the rate for each additional minute will change to CHF 0.20.

Velospot

- **Renaming:** "Velospot National Minute" and "National Classic" will change to "B-Quick National" and "B-Fit National."

- **Prices for New Customers from June 1:** For B-Quick National, the following rates will apply to new customers: CHF 3 for the first 30 minutes for bicycles, then CHF 0.10 per minute; CHF 5 for e-bikes, then CHF 0.20 per minute.

Don't hesitate to contact us for more information.

Contact for Media Inquiries:

Markus Bacher, CEO & Co-owner / markus.bacher@publibike.ch / +41 79 380 00 68