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Press release

Bike sharing

PubliBike striving for improved economic viability and planning to enter into partnerships in future

The Swiss Post Board of Directors has decided that the PubliBike bicycle sharing scheme should in future strive for targeted partnerships. This is intended to create a more solid economic footing for the popular yet loss-making service. The largest Swiss bike sharing company currently operates eight networks offering 400 stations and more than 4,000 bicycles and e-bikes.

As part of the reorientation of PostBus, Swiss Post is reviewing all of PostBus's larger-scale projects and subsidiaries, including PubliBike AG. To this end, a taskforce has also presented the Swiss Post Board of Directors with a range of strategic options and potential courses of action for PubliBike.

PubliBike's economic viability must be improved

The Board of Directors has now decided that PubliBike should in future strive for targeted partnerships to operate its bicycle sharing scheme in various Swiss cities. In addition, PubliBike's corporate structures will be professionalized and the overall operating framework will be optimized. The goal for these measures is to improve the economic viability of the as-yet loss-making service in the long term, and to achieve a balanced result in the medium term. The existing networks will continue to be optimized as part of ongoing plans.

About PubliBike:

Founded in 2014, PubliBike AG is a subsidiary of PostBus. Switzerland's largest bike-sharing company operates 400 stations with more than 4,000 bikes in the eight networks of Fribourg, Lausanne-Morges, Lugano-Malcantone, Sion, Sierre, Berne, Zurich and Nyon-La Côte. In 2019, 970,000 trips have already been recorded across Switzerland; in 2018, the figure was around 800,000. In total, PubliBike customers have rented a bike around two million times, covering a distance of more than 5.7 million kilometres.

Information

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Photo

"Züri Velo" PubliBike network, Helmhaus station. (Image: PubliBike)