

Press release dated 31 January 2022

PubliBike under new ownership

PubliBike CEO Markus Bacher – along with bicycle manufacturer Thomas Binggeli and IT entrepreneur Guido Honegger – is acquiring the bike sharing company PubliBike. The three Swiss investors are delighted to have acquired the former Swiss Post subsidiary and look forward to leading it into a new phase of development. The established PubliBike brand will be retained, and the new owners will continue to operate the existing networks.

PubliBike, the bike sharing company founded ten years ago, is proving ever more popular with customers. Through its eight networks, PubliBike has a presence in 35 Swiss municipalities, with 620 stations and 5,300 bikes, and currently boasts 190,000 users. PubliBike will soon be under new ownership. The three industry experts Markus Bacher, Thomas Binggeli and Guido Honegger have signed the purchase agreement and are looking forward to leading the service company – which now plays an indispensable role in urban areas – into the future, along with its 30 employees.

In the words of the three new owners:

- Markus Bacher (48) has been at the helm of PubliBike for two years and will remain CEO. The business management and IT graduate from Zollikofen in the Canton of Bern has worked for Swiss Post for 30 years and is now striking out on his own as part of the PubliBike management buyout:
"I am aware that profits in bike sharing are difficult to achieve. But I am very pleased to be co-owner of PubliBike. As a first step into the new future, PubliBike has applied to the City of Bern for an extension of the existing service contract for a further two years."
- Thomas Binggeli (48) is an internationally renowned bicycle manufacturer from Köniz in the Canton of Bern. In 1998, he created his own brand Thömus, serving as CEO. In 2009, he launched the e-bike brand Stromer, which he sold in 2021. He was CEO of the bicycle manufacturer BMC Switzerland for several years and later Chair of the Board of Directors:
"PubliBike is based on Swiss values and entrepreneurial spirit. As a bicycle manufacturer, it's an inspiring challenge for me to develop and shape this popular bike sharing service in Switzerland. There's also an important principle at stake – making effective use of public space."
- Guido Honegger (55) from Rüschlikon in the Canton of Zurich founded his first internet company agri.ch in 1995. In 2001, he launched green.ch, one of the biggest XDSL providers, which he then sold in 2008. In 2010, he set up the companies Nexphone and Tracker.ch, which he still manages as CEO. He also has participations in other IT and telecommunications companies and holds various Board of Directors posts:
"Bike sharing relies heavily on effective IT. I'm looking forward to contributing my industry expertise to this emerging and increasingly popular form of mobility."

Photo:

(from left) Thomas Binggeli, Markus Bacher and Guido Honegger. (Photo courtesy of copyright holder)

Link:

[Swiss Post press release](#)