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Press Release  
For immediate distribution

**BIXI'S BACK ON APRIL 15:  
MORE STATIONS, MORE BIKES AND AN EVEN MORE ACCESSIBLE NETWORK!**

**Montreal, April 12, 2017** – BIXI's back this Saturday, April 15, at midnight. This morning, the mayor, Mr. Denis Coderre, BIXI MONTRÉAL's chairperson, Ms. Marie Elaine Farley, and the President and CEO of Manulife, Mr. Richard Payette, all marked the beginning of the season together at Montreal City Hall.

Facilitating intermodality and increasing usage of the bike-sharing service, while still offering a quality service, are all priorities for BIXI and the City of Montreal: *"The bike-sharing service is part of Montreal's signature touch and I'm happy that Montrealers are enthusiastic about this service. This year, which is full of exciting events in Montreal, I would like to invite tourists to also experience what BIXI has to offer, explore every corner of our city and participate in the countless activities that will be taking place. Have a great season and happy 375th anniversary!"* declared Montreal's mayor, Mr. Denis Coderre.

Last fall, following BIXI's undeniable success, Coderre's administration announced several investments that would aim to optimize the way residents get around the city. In 2017, more than 540 stations and 6,250 bikes will be available for residents and tourists in the city, making BIXI one of the largest networks in North America. Ms. Farley also highlighted the season's new features, as well as the different measures that would enhance the service and make the network even more accessible in 2017:

*"Since 2014, the BIXI service hasn't stopped growing. We are thrilled to start the season off with 80 new stations, 1,000 new bikes and 2,214 new docking points to help serve our customers better. Almost 235,000 people used the service last year, an 81% increase compared to 2014. For the same period, the number of purchases went up by 159%, and reached a 200% increase for occasional users."*

***BIXI and Manulife are highlighting the 375<sup>th</sup> anniversary of Montreal with 375 original BIXIs designed by Montrealers.***

375 BIXI bikes were specially designed for Montreal's 375<sup>th</sup> anniversary by participants who took part in the Montreal, BIXI and me project. The winners, which included creative city residents, artists, professional designers and innovators wanting to share their affinity for the city, will be announced on May 28, on the first Free BIXI Sunday offered by Manulife this year.

Free BIXI Sundays will be back this year, on the last Sunday of each month. They will take place on May 28, June 25, July 30, August 27, September 24 and October 29.



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***The 1,000 new BIXI bikes presented by Manulife will all have 7 speeds!***

The 375 specially-designed bikes for the 375<sup>th</sup> anniversary are included in the 1,000 new bikes added to the BIXI fleet this season. BIXI MONTRÉAL's presenting partner, Manulife, is pleased to continue the adventure and offer even more to Bixists this season: *"This is an important year for our city and we are happy to celebrate with Montrealers by offering them even more bikes to help them live a healthier, more active lifestyle. Wishing all Bixists a great BIXI season. We hope to see you all out on the bike paths this summer,"* said Mr. Payette.

**REDUCED RATES FOR MEMBERS AND BUSINESSES**

BIXI would like to invite everyone to sign up now and take advantage of the several limited-time offers available. The terms and conditions for the new offers for 2017 are available online at Bixi.com.

***Encouraging businesses to promote active transport***

A special 20% discount is available for groups of friends, teammates or employees of 20 people or more up until June 1<sup>st</sup>. Over a hundred businesses in Montreal are already taking advantage of this special offer.

***New agreements with car2go and Téo Taxi***

New agreements between BIXI, car2go and Téo Taxi will allow members of these transport services to benefit from a discount. Discounts are also available for those who use the *Société de transport de Montréal* (STM), the *Agence métropolitaine de transport* (AMT), Communauto, CAA, Vélo Québec and Accès Montreal.

**THREE NEW FEATURES**

***New, flexible 90-day membership***

A new 90-day BIXI membership will be replacing the half-season membership, at the same price of \$55, tax included. Offering a greater flexibility, this membership can be purchased at any point in the season.

***This summer: introducing new packs of 10 one-way passes and smart stations***

Two great new features will be offered to users this summer. First, in order to help residents who choose to use sustainable mobility as a mode of transport, there will be 540 smart BIXI stations that will allow users to rent a bike using their OPUS card. It's the first of its kind in North America! BIXI will also be implementing special rates this season for packs of 10 one-way passes.

*"I would like to invite all Montrealers to sign up today to take advantage of the special offers available for members and to get ready to come out and enjoy BIXI this weekend!"* concluded BIXI's chairperson, Ms. Farley.



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Montréal 

### **For more information**

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### **ABOUT BIXI MONTRÉAL**

BIXI-Montréal is a non-profit organization created by the Ville de Montréal to manage the bike-sharing system in Montreal. In 2017, the network will have 6,250 bikes and 540 stations in Montreal, Longueuil and Westmount.

### **ABOUT MANULIFE, BIXI-MONTREAL'S PRESENTING PARTNER**

Manulife Financial Corporation is a leading international financial services group that helps people make their hopes and dreams a reality by prioritizing their needs and providing them with good recommendations and solutions. We operate as John Hancock in the United States, and Manulife elsewhere. We provide financial advice, insurance, wealth and asset management solutions for individuals, groups and institutions. At the end of 2016, we had approximately 35,000 employees, 70,000 agents, and thousands of distribution partners, serving more than 22 million customers. At the end of 2016, we had \$977 billion (US\$728 billion) in assets under management and administration, and in the previous 12 months we made more than \$26 billion in benefits, interest and other payments to our customers. Our principal operations are in Asia, Canada and the United States where we have served customers for more than 100 years. With our global headquarters in Toronto, Canada, we trade as 'MFC' on the Toronto, New York, and the Philippine stock exchanges and under '945' in Hong Kong.

### **ABOUT LA PRESSE, BIXI-MONTREAL'S MEDIA PARTNER**

*La Presse* is a French-language newspaper of reference in Canada and its content is available on several platforms (digital edition for tablets, mobile apps, web, paper). *La Presse* stands out for its distinctive, rich and diversified coverage of the news. A recipient of numerous distinctions for the quality of its content and presentation, *La Presse* is also recognized for its series and in-depth articles, as well as for the large space it dedicates to debates. *La Presse+*, the free digital edition of the paper, uses all of the multifunctional capabilities of a tablet and offers the most complete news experience ever offered by the largest newsroom in Quebec.