



PRESS RELEASE
For immediate distribution

BIXI NOW ROLLING ON THREE CONTINENTS

Montréal, Wednesday, February 3, 2010 – The mayor of Montréal, Gérald Tremblay, and Roger Plamondon, chair of the board of BIXI, are pleased to announce that the cities of Minneapolis and Melbourne have now joined the BIXI family and that their new public bike systems will be operational by summer 2010.

“Nice Ride Minnesota,” the not-for-profit organization created to establish a public bike system in Minneapolis, Minnesota, announced yesterday that Montréal’s Public Bike System Company has been chosen to install 1,000 bikes, 75 stations, and 1,300 bike docks, beginning in June 2010. Their customer service and call centres will be managed by BIXI’s Montréal head office.

BIXI has also signed a contract in Melbourne, Australia’s second-largest city, where it has been chosen as the official supplier for the implementation of a system of 610 bikes, 52 stations, and 1,000 bike docks. Installation is planned for late May, 2010. The operators of the Melbourne system, the Royal Automobile Club of Victoria and Alta Planning & Design, will work closely with BIXI, which will provide training and technical support and supply the parts.

“This announcement confirms that BIXI has become one of Montréal’s strongest international symbols. BIXI represents the know-how and creativity of our people - those here in Montréal as well as all our partners throughout Quebec who have worked to design and create BIXI,” declared Gérald Tremblay, mayor of Montréal, today. “After North America and Europe, Australia! BIXI is now rolling on three continents!”

“BIXI is much more than just a bike and a means of transportation; it’s a whole community of people who want to change their city. And the BIXI community has now expanded with the addition of these two cities,” declared Roger Plamondon, chair of the board of BIXI. “But we must never forget that it’s above all thanks to the support of Montrealers that BIXI can now celebrate its success on the international scene,” he concluded.



About BIXI

BIXI is the City of Montréal's public bike system. With this service, launched in spring 2009, Montrealers can pick up a bike from one station, travel to their destination, and return the bike to any other station in the network. The system now comprises 400 stations and 5,000 bikes throughout Montréal.

Prestigious awards

BIXI is now part of Montréal's urban landscape, and the system is a resounding success. Last November, the managers behind the project earned gold at the Canadian Public Sector Leadership Awards. The BIXI system has also received prestigious international recognition. It placed 19th on *Time* magazine's list of the best inventions of 2008, took home the gold for best new product in the energy and sustainability category of the 2009 edition of the Edison Best New Products Awards, and earned bronze in the transportation category of the International Design Excellence Award (IDEA).

Rio Tinto Alcan

As the project's principal partner, Rio Tinto Alcan contributes to the financing of the project in Montréal. Éric Ryan, senior vice-president, communications and external relations, declared, "We are very proud of the recognition achieved by BIXI as an innovative green transportation system in cities around the world such as Melbourne, Minneapolis, London, Boston, and Montréal. I can assure you that the members of the Rio Tinto family in Melbourne and London will be among the first to jump on a BIXI bike, as they were in Montréal last year."