



**BIXI AND STM:  
NEW OFFERS AND INITIATIVES FOR PROVIDING CUSTOMERS WITH BETTER SERVICES  
AND PROMOTING INTEGRATED MOBILITY IN 2015**

Montréal, April 28, 2015 – In an effort to bring their activities closer together, the Société de transport de Montréal de Montréal (STM) and BIXI-Montréal are pleased to announce new offers and initiatives for the 2015 season, to promote integrated mobility among Montréalers and provide them with better service.

**BIXI keys available at STM points of service for faster access to BIXI's network**

BIXI keys can now be obtained at STM's customer service centre at Berri-UQAM station, as well as its five other points of service (Jean-Talon, Lionel-Groulx, Côte-Vertu, Honoré-Beaugrand stations and Terminus Fairview Pointe-Claire). After getting their key, customers can call BIXI customer service at 514 789-BIXI to have it activated. In less than five minutes, they can climb aboard a BIXI bike and make the most of a network of 460 bike stations throughout Montréal, as well as Longueuil and Westmount.

**To help you plan your ride, BIXI bike stations can be viewed on STM's website**

There is also something new on the STM website: the location of BIXI bike stations and the number of available bikes and docking spaces are displayed on the [stm.info](http://stm.info) home page.

**STM-BIXI pairing: a new working committee**

Last February, BIXI-Montréal and STM established a joint committee to study the various ways in which they could work together. The committee focused on four aspects, namely the physical link (e.g. the proximity of BIXI bike stations to métro stations), the technological link (e.g. integrated OPUS card), the link between fares (e.g. various promotions and contests), and, lastly, the information link (e.g. the trip planner).

« The accessibility and user-friendliness of the BIXI system are important, because they help maximize service usage. The establishment of a committee with the STM is in line with BIXI-Montréal's objective: being recognized as a key player in the public transit mix in Montréal. We are very enthusiastic about this joint collaboration, because we feel it holds much promise. The initiatives we have already implemented and those under consideration will not only make it easier to switch between transportation modes, but also provide users with an overall improved experience, » declared Marie Elaine Farley, chair of BIXI-Montréal's board of directors.

### **Appealing promotional offers**

Furthermore, in addition to the new aspects of service introduced for the 2015 season, the STM-BIXI promotional fare offers are maintained:

- Customers who subscribe to *OPUS à l'année* and BIXI get a \$59 discount (\$20 off the annual subscription to BIXI and \$39 off the subscription to *OPUS à l'année*, applied to the 11<sup>th</sup> month);
- Members of *OPUS & Cie* get a 20% discount on an annual subscription to BIXI (program offered to member companies) ;
- Subscribers with Maestro status get a BIXI key for three 24-hour free trials ;
- Customers who purchase an STM monthly pass in June, July or August get a \$15 discount on a monthly subscription to BIXI.

« BIXI and the STM must work together with a focus on intermodality to encourage the use of public and active modes of transportation among Montrealers, as they hold many health benefits. If using public transit is equal to walking 30 minutes a day, imagine the impact on your health if your entire commute was on a BIXI bike! » explained STM board chairman, Philippe Schnobb.

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