



Press Release  
For immediate distribution

**IT'S STARTING TO FEEL LIKE SPRING AT BIXI!  
DISCOVER WHAT'S NEW AT BIXI FOR 2015  
PRE-SEASON SPECIAL: \$15 OFF YOUR YEARLY MEMBERSHIP**

**Montreal, March 11, 2015.-** The new BIXI fee schedule was approved this morning by the City of Montreal's Executive Committee. Starting March 18, for a limited time, Montrealers will be able to take advantage of the pre-season special on yearly memberships, in addition to other features for the 2015 season.

From March 18 to April 1, customers who sign up for BIXI will be able to take advantage of the pre-season special, giving them \$15 off their yearly membership fees, by subscribing online (bixi.com) or by phone (514-789-BIXI). Montrealers can also stay up-to-date on all the details of the upcoming season via the website, social media platforms and the BIXI newsletter.

**BIXI OFFERS ITS USERS MORE OPTIONS: ONE-WAY TRIPS FOR \$2.75, 24HR ACCESS FOR \$5 AND HALF-SEASON MEMBERSHIPS**

*"As a service that contributes to improving Montrealers' quality of life, BIXI wants to maximize and increase the use of its network as part of the public transit system. Now with 24hr access for \$5, one-way trips of up to 30 minutes for \$2.75 and half-season memberships, more users will be able to use BIXI, making it more suitable to the lifestyle and specific needs of a wider range of clientele,"* stated the president of the BIXI-Montreal Board of Directors, Marie Elaine Farley.

**ONE-WAY TRIPS AND 24-HOUR ACCESS**

BIXI will now offer one-way trips for \$2.75 and 24hr access for \$5 for all Montrealers and tourists alike, in order to promote the service and casual usage.

**HALF-SEASON MEMBERSHIPS IN TWO PHASES FOR \$55**

Following the 2014 pilot project, half-season memberships will be back this year and will offer two options: the first half of the season, from April 15 to July 31, or the second half of the season, from August 1 to November 15.



#### PREFERENTIAL RATES FOR STM USERS

In keeping with the vision of becoming a key link in the transit system, and as previously announced, BIXI wants to increase its partnership with the STM. Subscribers to the annual OPUS card program, OPUS à l'année, will receive \$20 off their one-year BIXI membership and \$39 of credit on their OPUS à l'année card. Those who hold a monthly Accès Montréal card will also receive discounts. BIXI will be continuing its partnerships with Communauto, Accès Montréal and Vélo Québec in 2015 as well. For a full list of the discounts offered, please visit [bixi.com](http://bixi.com).

#### GROUP RATE: 20-20-20 SPECIAL

A 20% discount on yearly memberships is offered to all groups of 20 people or more until April 20! BIXI would like to encourage businesses to promote BIXI to their employees, as well friends and associations with large member bases.

#### **MARK YOUR CALENDARS FOR APRIL 15!**

The BIXI team is working hard to give Montrealers yet another great season this year, which will set off on April 15. Stations will be set up starting the week of March 23 (weather permitting). BIXI would like to invite Montrealers to download the BIXI app onto their smartphones to see where the station closest to their home will be located.

*"The bike season is approaching and BIXI will be back this year, as promised. BIXI is an important factor in mobility in Montreal and is, without a doubt, one of Montreal's signature features. I would like to invite all Montrealers who have not already adopted BIXI as a method of transportation to discover this service in 2015!"* concluded Denis Coderre, Mayor of Montreal.



**APPENDIX**

**NEW FEES IN EFFECT MARCH 18, 2015**

**FOR EVERYONE** (products sold at the pay stations of all 460 BIXI stations)

Product	2014 Fee	2015 Fee	Minutes included per trip
24hr Access	\$7	\$5	30 minutes
72hr Access	\$15	\$12	30 minutes
One-way trip <b>*NEW</b>	-	\$2.75	30 minutes

**MEMBERS** (products available through the BIXI.com website or by phone)

Product	2014 Fee	2015 Fee	Minutes included per trip
Yearly subscription	\$82.50	\$85	45 minutes
30-day subscription	\$31.25	\$30	45 minutes
Casual subscription (\$5 for 24hr access)	\$5	\$5	30 minutes
Half-season subscription April to July <b>*NEW</b>	-	\$55	45 minutes
Half-season subscription August to November	\$40	\$55	45 minutes
Group subscription (20% discount each) <b>*NEW</b>	--	\$68	45 minutes
Multi-user subscription key (businesses and groups)	\$235	\$235	60 minutes