

Mobike arrives in Greater Manchester supported by array of local businesses

Local communities and institutions welcome the world's largest smart bike-sharing scheme to their first European city

Manchester, June 29th 2017 – Mobike, the world's first and largest smart bike-share, has launched in Manchester and Salford, with Mancunians and Salfordians now able to download the Mobike app and get cycling.

Manchester's first and only bike sharing scheme is entirely funded by Mobike, which hopes that its bikes' iconic silver and orange look will soon become part of the city's main transport network.

Following conversations conducted in the run up to the launch with some of the most prominent local businesses, Mobike has already established strategic partnerships with a range of organisations in different sectors, gathering support to help develop an attractive, environmentally friendly, affordable option for users around the cities.

From partnerships with real estate developers, (such as MediaCityUK and Exchange Quay), biking groups and think tanks (BikeRight!) Universities (Manchester Metropolitan University and Salford University), entertainment & leisure organisations (Great Northern Warehouse), to the Oxford Road Corridor initiative stakeholders - TfGM, Manchester Science Partnerships – Mobike has taken a truly community-oriented approach for its 100th City launch, and its European arrival.

Mobike is committed to helping local communities develop into smart, car-lite, tech-optimised, cities as collaboratively as possible. The company has indicated that the fruitful local business discussions and local partnerships confirmed in the run up to their launch in Manchester will be the standard for their development elsewhere in the UK and in Europe.

Andrew Taylor, Travel Plan Manager at Manchester Metropolitan University, said: "At Manchester Metropolitan we are very excited about the launch of the Mobike scheme. We are working closely with Mobike to ensure the scheme can be effortlessly accessed by our staff and students. The scheme will potentially mean that cycling becomes a more convenient and affordable way to travel, and we are optimistic that Mobike will support the greater uptake of cycling in the city."

Mark Schofield, Great Northern Warehouse Centre Director, said: "We are delighted to be partnering with Mobike to introduce Manchester's first cycle sharing scheme. We both share the same commitment towards innovation and sustainability, and we're looking forward to working closely with Mobike as they expand their presence in the city."

Jeremy Birkett-Jones, Investment Director at Hunter, said: "We are delighted to be partnering on this fantastic sustainable initiative which will be a superb addition to our existing transport connectivity at Exchange Quay."

These local commitments come in complement to the firm's key global partners: Microsoft, Vodafone and Dow Chemical, which input to the technology that enables Mobike's scheme. Microsoft in particular has been providing Mobike with their flagship Azure Cloud Platform.

Alex Montgomery, Business Lead for Azure IOT & AI at Microsoft UK said: "Mobike is a great example of how companies can use Azure to improve the lives of millions of people. The cornerstone of Mobike's offering is customer convenience. No matter where you are in Manchester, the intelligence built into our cloud platform will help you find the nearest Mobike, so you can get to where you need to go, quickly and easily."

The bikes have been unloaded overnight to key locations jointly decided between Mobike, TfGM, and Manchester and Salford City councils. A strong focus has been put on the areas that are most convenient for locals - near major train stations (Piccadilly, Victoria, Salford Central), and major thoroughways (Oxford Road, Deansgate), as well as vibrant destinations for food, retail, leisure, and entertainment (Northern Quarter, Great Northern Warehouse, Piccadilly Gardens, amongst others).

Mobike will be working closely with developers and councils to optimise the service and to identify the most suitable locations to expand the scheme – to maximise cycle usage and complement the existing transport landscape.

To celebrate the launch and familiarise Mancunians and Salfordians with the bikes, Mobike will be exhibiting and showcasing the bikes **today from 9am to 6pm across Exchange Square, New Cathedral Street.**

Bringing together politicians, local businesses and future Mobikers, the event is open to all, and will feature a variety of exciting and interactive Mobike events & activities, including the Mobike Trial Track, bicycle stunt demonstrations and the 360 Experience involving slow motion video technology.

For more information on getting there and the map of activities, email weisitong@mobike.com

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USEFUL INFORMATION – GETTING STARTED WITH MOBIKE

Step 1: Downloading the App and Signing Up

Download the Mobike app in the App Store or on Google Play and create an account using your mobile number. Receive and enter the verification code and make your one off (fully refundable) deposit.

Step 2: Locating a Mobike Near You

Open the Mobike app and check the map for the closest Mobike icon. You can reserve any Mobike for up to 15 minutes by simply selecting the bike and pressing “reserve.”

Step 3: Unlocking the Mobike

Open your app and press the “unlock” button at the bottom of the home screen. Scan the QR code displayed between the handlebars and the rear end of the bike. Once successfully scanned, the lock will automatically unlock and you may begin your journey.

Step 4: Parking and Locking the Mobike

Once you have arrived at your destination, safely park your Mobike at any public bicycle parking location and manually lock the bike by closing the lever on the smart lock. Once locked, the app will automatically end your journey.

ADDITIONAL INFORMATION

Pricing: The deposit for the bikes will be £49 and fully refundable. For the special month of July, Mobike will offer a discounted £29 deposit to users. Usage is charged at 50p per 30mins. Mobike are looking into special pricing measures and schemes for identified groups, and will work with stakeholders to optimise these offerings.

Operations: Mobike are working with a local logistics company and a Manchester-familiar Operations team, in charge of redistributing bikes to key points of high-demand, whilst ensuring the bikes are in top conditions.

About Mobike

Mobike is the world’s first and largest smart bike-sharing company. Its mission is to bring more bikes to more cities, using its innovative technology to make cycling the most convenient and environmentally-friendly transport choice for urban residents. Using specially designed bikes equipped with GPS and proprietary smart-lock technology, Mobike enables users of its smartphone app to find a bike near them, reserve and unlock it, all using their smartphones. After reaching their destination, the user parks the bike by the roadside and locks it, automatically making the bike available to the next rider. The company officially launched its service in Shanghai in April 2016, and in just over a year, has since expanded the service to 130 cities globally.

By making urban cycling more accessible, popular, and smart, Mobike is delivering scaled sustainable mobility solutions for people and cities around the world. In the company’s first year of

The logo for Mobike, featuring the word "mobike" in white lowercase letters on a red square background.

operation, Mobike users cycled over 2.5 billion kilometres, equivalent to a reduction in CO2 emissions of more than 610,000 tons based on calculations by the WWF China. In June 2017, Mobike received the WWF's "Climate Solver Sustainable Urban Mobility Special Award" in recognition of the impact its innovative technology and promotion of sustainable transport.

For more information visit: mobike.com

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