

BENEFITS OF BIKE SHARE



BIKING

Bike share gets more people onto bikes. 16% of riders wouldn't have taken their trip if bike share wasn't available.



BUSINESS

Bike share increases the spending of residents and visitors, positively impacting local business.



HEALTH

Biking just 30 minutes a day, can reduce the risk of heart disease by 82% and the risk of diabetes by up to 58%.



TRANSIT

Bike share reduces traffic, makes transit connections easier and reduces congestion along busy routes.



PLANET

Biking helps the planet and the city. Bikers arrive happier than people stuck in traffic and each trip is carbon free.

33%

33% of new bike share members in Minneapolis had ridden less than once per month before joining.

79%

79% of bike share riders in surveyed in Washington D.C. intend to spend money during their trip.

60%

Going for a relaxed bike ride burns 60% more calories than walking.

52%

In Minneapolis, bike share members reduced car ownership by 1.9% and driving trips by 52%

150

In Boston, Hubway was able to show carbon offset of 150 tons per year from bike share.

WHO USES BIKE SHARE?

Visitors

- ▶ Tourism
- ▶ Business
- ▶ Conventions
- ▶ Brewery tours

Students

- ▶ University of Florida

Residents

- ▶ Leisure
- ▶ Adventure

Employees

- ▶ Commuting
- ▶ Meetings
- ▶ Errands

ABOUT ZAGSTER

Cruiser Bike



Specialty Bikes



► SIDE BY SIDE



► TRIKE



► CARGO



► HAND CYCLE

Docks

3 points of contact including a wheel-well keep bikes organized and upright.

Versatile installation options allow infinite expandability.



Sharing Technology

Riders can unlock, ride and return any bike with their mobile phones.

Because all the locking technology is automated and installed on the bike, there's no need for expensive kiosks.



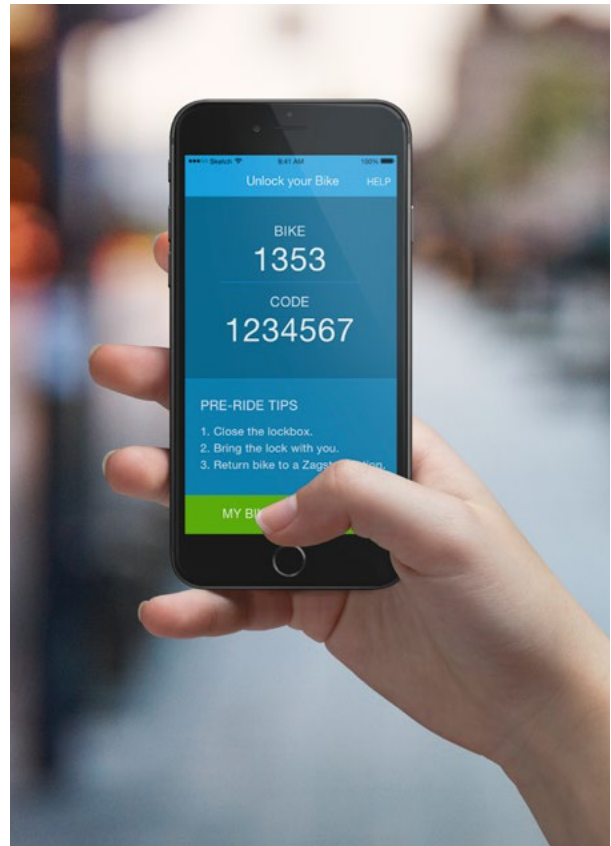
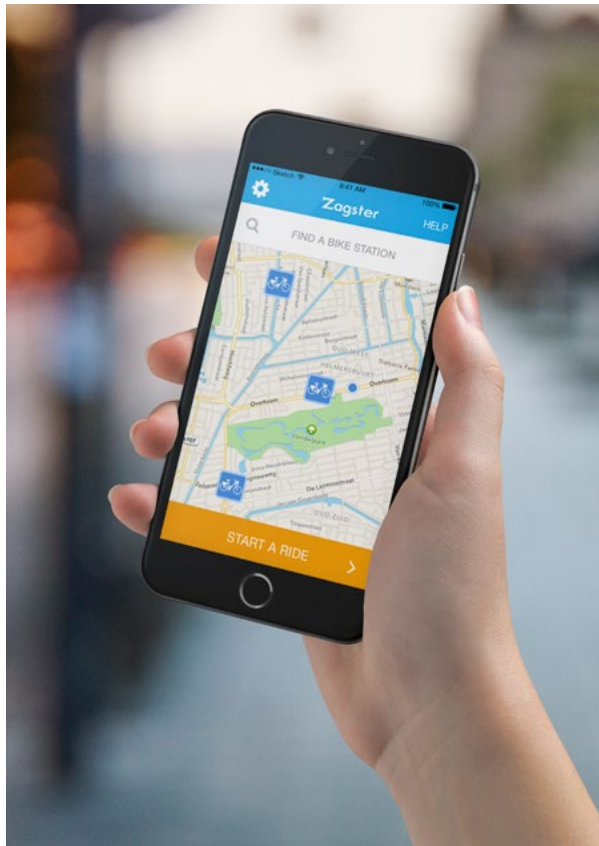
HOW IT WORKS

- 1 Borrow**

Enter the bike's number into the app and tap START RIDE. You'll get a unique code to open and close the lockbox.
- 2 Unlock**

Use the key from inside the lockbox to operate the U-lock that attaches the bike to its station. Be sure to shut the lockbox before you ride.
- 3 Ride**

Have fun! Use the U-lock to keep the bike secure if you make stops along the way. When you're done, lock the bike back to any Zagster station and close the lockbox. Then go to the app and tap END RIDE.



SPONSORSHIP LEVELS

Station Sponsor



- ▶ Station placement priority
- ▶ Choose from standard cruiser or specialty bikes
- ▶ Brand inclusion on each sponsored station
- ▶ Brand inclusion on 5 bikes
- ▶ Brand inclusion on all marketing collateral and system maps
- ▶ Limited brand inclusion on system website, rider communications, social media & promotions
- ▶ App logo impression package
- ▶ Landmark priority package (landmarks included on system maps in local marketing collateral to riders)



Bike Sponsor

- ▶ Choose from standard cruiser or specialty bikes
- ▶ Brand inclusion on bike baskets
- ▶ Limited brand inclusion on marketing collateral
- ▶ Brand inclusion on all marketing collateral and system maps
- ▶ Limited brand inclusion on system website, rider communications, social media & promotions

ADVERTISING **ASSETS**

1 Branded Bike Baskets

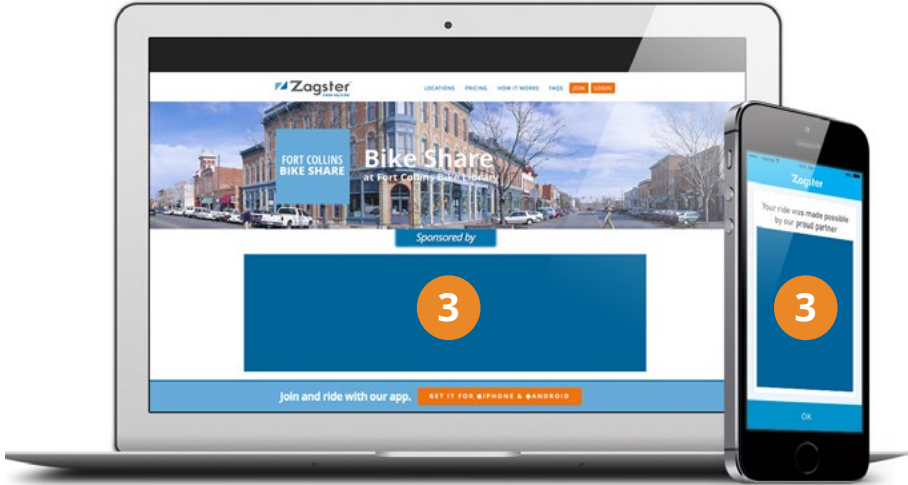


2 Branded Station Signs



ADVERTISING ASSETS

3 Digital



4 Print



