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Press Release  
For immediate distribution

## **2017: A RECORD-BREAKING YEAR FOR BIXI MONTRÉAL!**

**Montreal, November 15, 2017** - While the season is officially coming to an end at midnight tonight, BIXI MONTRÉAL is pleased that 2017 has been a record-breaking year all around. In 2017, more than 258,000 people took a grand total of 4.8 million trips. That's a 10% increase in individual users compared to last year and a 144% increase compared to 2014 when BIXI MONTRÉAL was founded. There was also a 16% increase in trips taken compared to 2016 and a 51% increase compared to 2014. The number of active members has increased by 9% since last year and the number of short-term purchases grew by 21%.

*"The 2017 season was exceptional for BIXI with more citizens than ever enjoying the service. For the first time ever, we saw a total of more than half a million purchases for all membership types, with a 22% increase compared to last year and a 217% increase compared to when BIXI MONTRÉAL was founded in 2014. A record of 41,728 trips taken in one day was reached on July 30, 2017, during one of the Free BIXI Sundays offered by Manulife, a day for residents and tourists alike to come out and try the service for free. Another record was broken in July with a total of 901,257 trips taken in just one month. These excellent results are the outcome of all of the efforts made this year, our city's 375<sup>th</sup> anniversary year,"* highlighted Ms. Marie Elaine Farley, chairperson of BIXI MONTRÉAL.

### **NEW HEIGHTS FOR FREE BIXI SUNDAYS OFFERED BY MANULIFE**

**Free BIXI Sundays offered by Manulife** were even more popular in 2017 and this initiative contributed to BIXI's success and Montreal's influence for its 375<sup>th</sup> anniversary. A total of 172,935 trips were taken on Free BIXI Sundays, a 29% increase compared to last year. Additionally, 28% of the people who tried BIXI for free on these days later signed up to become a member of the Montreal bike-sharing service.

BIXI and Manulife also invited citizens to celebrate Montreal's history in a special way by personalizing one of 375 **BIXI special edition 375th anniversary bikes**. The public's enthusiasm for the "**Montreal, BIXI and Me**" project was undeniable, and these bikes were used three times more than the other BIXI bikes throughout the 2017 season. Lastly, thanks to Manulife, BIXI's presenting partner, the BIXI Manulife valets were on site for more than 54 events in Montreal this season.

*"Manulife believes in promoting a healthy lifestyle to Canadians. That's why we've partnered with BIXI to help Montrealers get more exercise while they're commuting around the city. We believe that it's an effective way of encouraging physical activity,"* declared Richard Payette, President and CEO of Manulife Quebec. *"We are very pleased to see that Montrealers participated more than ever in 2017."*



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### **BIXI IN NUMBERS, AS OF NOVEMBER 15, 2017**

- Coverage: 540 stations / 11,875 docking points / 95km<sup>2</sup> covered / 11 boroughs and 2 cities (Longueuil and Westmount)
- Number of bikes: 6,250
- Days in operation: 214
- Trips taken: 4.8 million vs 4.1 in 2016
- Average number of trips taken per day: 22,595 vs 19,069 in 2016

### **BIXI WOULD LIKE TO SINCERELY THANK ITS INVALUABLE PARTNERS**

BIXI MONTRÉAL would like to take this opportunity to sincerely thank its presenting partner, Manulife, for a record-breaking season. BIXI would also like to thank its media partners, *LA PRESSE* and Astral Affichage, as well as its invaluable collaborators, numerous members and loyal customers. See you all in 2018 to celebrate BIXI's 10th year in Montreal!

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### **For more information**

BIXI-Montréal

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### **ABOUT BIXI MONTRÉAL**

BIXI-MONTRÉAL is a non-profit organization created by the Ville de Montréal to manage the bike-sharing system in Montreal. In 2017, the network will have 6,250 bikes and 540 stations in Montreal, Longueuil and Westmount.

### **ABOUT MANULIFE, BIXI-MONTREAL'S PRESENTING PARTNER**

Manulife Financial Corporation is a leading international financial services group that helps people achieve their dreams and aspirations by putting customers' needs first and providing the right advice and solutions. We operate as John Hancock in the United States, and Manulife elsewhere. We provide financial advice, insurance, wealth and asset management solutions for individuals, groups and institutions. At the end of 2016, we had approximately 35,000 employees, 70,000 agents, and thousands of distribution partners, serving more than 22 million customers. As of March 31, 2017, we had \$1 trillion (US\$754 billion) in assets under management and administration, and in the previous 12 months we made almost \$26.3 billion in payments to our customers. Our principal operations are in Asia, Canada and the United States where we have served customers for more than 100 years. With our global headquarters in Toronto, Canada, we trade as 'MFC' on the Toronto, New York, and the Philippine stock exchanges and under '945' in Hong Kong.



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**ABOUT LA PRESSE, BIXI-MONTREAL'S MEDIA PARTNER**

*La Presse* is a French-language newspaper of reference in Canada and its content is available on several platforms (digital edition for tablets, mobile apps, web, paper). *La Presse* stands out for its distinctive, rich and diversified coverage of the news. A recipient of numerous distinctions for the quality of its content and presentation, *La Presse* is also recognized for its series and in-depth articles, as well as for the large space it dedicates to debates. *La Presse+*, the free digital edition of the paper, uses all of the multifunctional capabilities of a tablet and offers the most complete news experience ever offered by the largest newsroom in Quebec.