



FOR IMMEDIATE RELEASE

**Bike Nation, OCTA and the City of Fullerton Announce Plans for a Pilot Bike Sharing Program;
Orange County-based company and OCTA to provide up to 50 Stations and 515 Bikes**

Program to provide connectivity with Bike Nation installations in Los Angeles, Anaheim and Long Beach

November 12, 2012 (Fullerton, CA) – Bike Nation announced today that it has won a contract from the Orange County Transportation Authority (OCTA) to develop a pilot bike share program in the City of Fullerton, CA. The \$1.5 million OCTA contract will install a total of 165 bikes and 15 stations at a variety of locations within the City. In addition, Bike Nation has committed to co-invest in the program by adding up to 35 stations and 350 bikes to the Fullerton system, resulting in a potential bike share reach for Fullerton of 50 stations and 515 bikes. The Orange County-based company previously announced this year extensive privately-funded bike share programs in Los Angeles, Anaheim and Long Beach. Bike Nation user memberships are transferable to any city within its bike share systems.

“We are pleased to partner with OCTA and the City of Fullerton to bring bike share to the city for the first time and appreciate their collective commitment to provide a safe, low-cost, healthy transportation alternative to Orange County residents,” said **Derek Fretheim, Bike Nation Chief Operating Officer**.

Bike Nation is the only North American bike share company that owns and manufactures its own “Made in the USA” compliant bikes and equipment. The bikes are chainless and feature active GPS technology and airless tires, reducing the need for on-road service. The kiosks are modular, portable, wirelessly connected and solar powered so that monitoring and load balancing is easily managed. Bike Nation’s kiosks, docks, station platforms are made in Orange County and its bikes are manufactured in the United States. The company is supporting and sustaining local manufacturing jobs and projects to create over 150 service jobs through 2013.

The bike share system is made up of self-service kiosks where individuals can rent and return a bicycle anywhere within a network of stations. Stations are located in close proximity for quick trips where users live, work and visit. The usage fees for the bike share system are incentivized for turnover and trips of less than 30 minutes in duration with a single 24-hour membership priced at \$6, with discounts for three-day (\$12), weekly (\$25), monthly (\$35), yearly (\$75) and yearly student/senior rentals (\$50).

ABOUT BIKE NATION

Incorporated in 2009, Bike Nation provides privately funded public bike sharing systems to cities, agencies and other entities. The company is considered a leader in the bike share industry by providing fourth generation technology and bikes. Bike Nation strives to offer a convenient, affordable, user-friendly and healthy alternative to polluting forms of transportation that become part of the overall transportation fabric within the community it services. The company is headquartered in Tustin, California.

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BIKE NATION

For more information on Bike Nation, please visit our **website** homepage: www.bikenationusa.com, **blog**: www.wp.bikenationusa.com, **Facebook**: www.facebook.com/bikenationusa or **Twitter**: www.twitter.com/bikenationusa accounts.

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