



FOR IMMEDIATE RELEASE

**Bike Nation and the City of Long Beach Announce Plans for Bike Sharing Program;  
Up to 2,500 Bikes to be installed in “America’s Most Bicycle-Friendly City”**

*Program ensures connectivity with Bike Nation’s planned kiosk installations in Los Angeles and Anaheim*

**August 22, 2012 (Long Beach, CA)** – Bike Nation announced today with the City of Long Beach plans for the first bike sharing program in “America’s Most Bicycle-Friendly City.” The privately-funded program, approved unanimously by the Long Beach City Council at a council meeting yesterday, will include up to 250 kiosks and 2,500 bikes, with initial installations expected to begin in February of 2013 in downtown.

Bike Nation announced earlier this year separate agreements with the cities of Los Angeles and Anaheim. Bike Nation customers can utilize any of the systems within the other Bike Nation communities at no additional charge. Last month, the Orange County-based company unveiled the first of 10 kiosks and 100 specially constructed bikes at a community event in Anaheim, with plans to install up to 40 kiosks and 400 bikes as demand warrants. The company also plans to begin rolling out the first of its 400 kiosks and 4,000 bikes in Downtown Los Angeles, Hollywood, Westwood and Venice Beach early next year.

“This state-of-the-art Bike Share program will serve local residents, businesses and visitors,” said **Bob Foster, City of Long Beach Mayor**. “Bicycling is helping to promote business growth as well as a healthy, active lifestyle. And this new partnership will continue to move us forward to becoming the most bicycle friendly city in the nation.”

“The City of Long Beach has long been considered a leader in investment in bike infrastructure and programming, creating safer roads for its riders and cleaner air for its residents,” said **Derek Fretheim, Bike Nation Chief Operating Officer**. “Bike Nation is proud to provide Long Beach residents and visitors alike with a low-cost, healthy and convenient transportation option that will connect with Los Angeles to Anaheim.”

“We see bike sharing as another element to enhance the overall visitor experience and are impressed with Bike Nation’s commitment to develop a first-class program that will help us showcase Long Beach and all of its great waterfront attractions,” said **Steve Goodling, Long Beach Area Convention & Visitor’s Bureau President**. “Long Beach will now have a first-class mobility system, allowing conference guests and visitors to see other parts of the city and have a greater overall experience.”

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 and bikes are all manufactured in the United States. The company is supporting and sustaining manufacturing jobs and projects to create over 150 service jobs through 2013.



The 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 bicycle 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**

Bike Nation was established in 2009 when the opportunity arose to develop a new, 'green' form of transportation that combines bike share with sponsorship and advertising. This idea was conceived from a request from Media Nation, and its Outdoor Bike Banner Division, to participate in the FTA "Mobility Hub" project for Los Angeles, Hollywood and Long Beach. This request was based on Media Nation's long history of nationwide logistical and operational expertise with outdoor media programs such as its bike billboard programs, and long ties to major corporations such as AEG and Verizon. Today, Bike Nation operates in partnership with its sister company Media Nation Enterprises, LLC and is part of a family of companies owned by First Pacific Holdings.

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

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#### **Press Contacts:**

Jeff Pomeroy, **Bike Nation/JDP Comm**, 678-471-6590, [jpomeroy@jdppr.com](mailto:jpomeroy@jdppr.com)

Allan Crawford, **City of Long Beach Bicycle Coordinator**, 562-570-6618, [Allan.Crawford@longbeach.gov](mailto:Allan.Crawford@longbeach.gov)