

# nextbike

company profile



## nextbike bike sharing – the system

nextbike currently has around 18,000 bikes in service and is active in 15 countries on 4 continents. Since the company was founded in Leipzig, Germany almost 10 years ago, it has become one of the leading manufacturers and operators in the booming market for sustainable urban mobility, both nationally and internationally.

Cities around the world are planning new, and optimising existing, bike sharing and rental systems in order to address transport challenges both environmentally and economically.

Large scale projects consisting of thousands of rental bikes have opened the global market for nextbike and earned the company the reputation as the technological avant garde in the industry. nextbike, as a highly specialised mid-sized company with its own production facility, „Made in Germany“, is consistently operating at the pinnacle of the global market.

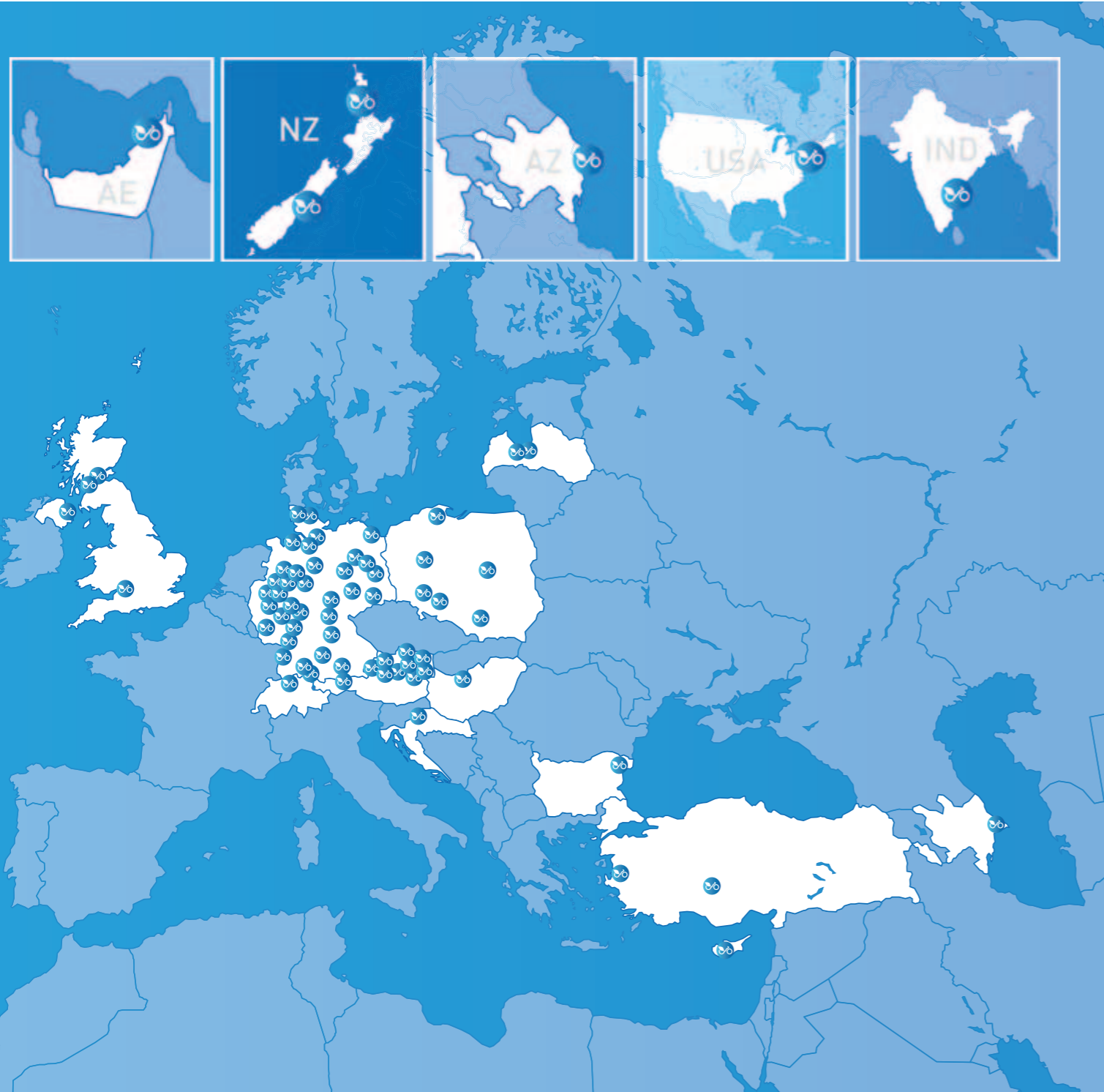
## it's that easy

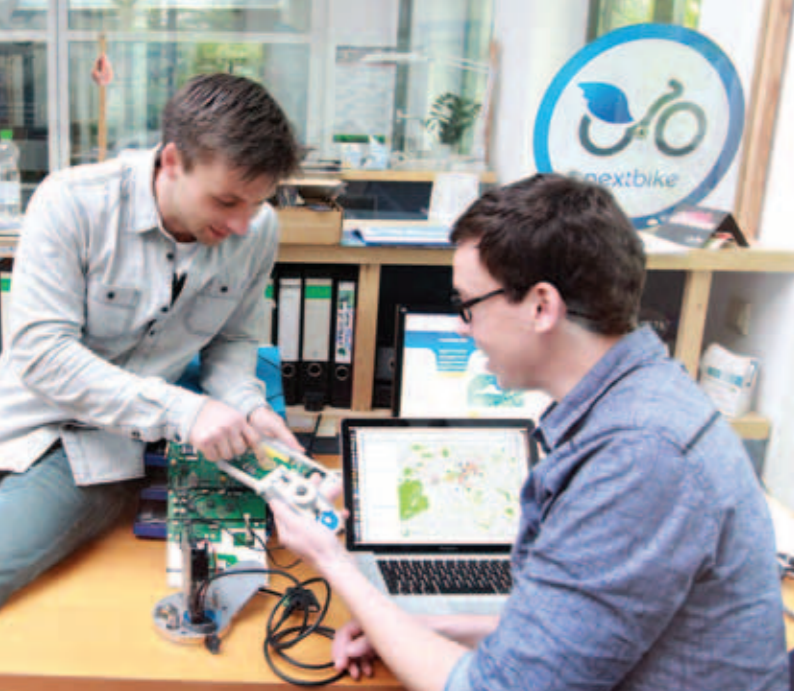
Whether using solar powered rental terminals or as individual stand alone bikes – nextbikes are available around the clock. The rental and return process is fully automated using the mobile app, hotline, terminal or on-board computer.

Bikes can be rented at one station and returned to another.

We create a customised system for each city. In Dresden and Karlsruhe in Germany, for example, the system is even more flexible. Here you can return your bike to any junction within the city centre.

In areas outside the centre, the bikes can be returned to pre-determined locations and stations.





## pioneering technology

The newest tool is the on-board computer which makes bike rentals possible directly on site without the need for additional devices such as a telephone or terminal. GPS allows the bike to be located precisely - especially important in concepts allowing flexible returns.

## all under one roof

nextbike designs and manufactures almost everything in-house – from software to hardware. This allows us to work quickly and more flexibly while keeping costs down. Using our standardised, modular system, customisations such as language, layout or technology tweaks are just another part of our daily business.

Worldwide, nextbike is the only provider which has been solely dedicated to the development and operation of bike rental and sharing systems for almost ten years. Our headquarters in Leipzig, Germany is the nerve-centre for our managerial, marketing, distribution, IT development and customer service operations as well as our own production facilities.

## locking system

Stations with our automatic locking system are especially well protected against theft and vandalism. It is recommended for large and busy stations.

During the rental process, the next available bike is automatically unlocked.

Upon return, the bike is simply placed in an empty dock and the lock closes automatically. An additional lock is provided on the bike for securing whilst on the road or in case the station is fully occupied on return.





## touch & pay

Our new Touch & Pay terminals have been designed for use without the need for hard currency and operate using an integrated NFC reader. This provides a convenient payment method using either debit or credit cards.

The touch screen is very intuitive and user friendly, offering interactive maps and real-time bike availability. An integrated data buffer makes rentals possible even in an offline mode.

## nextbike international

nextbike is active in many large European cities but also in Asia, USA and New Zealand.

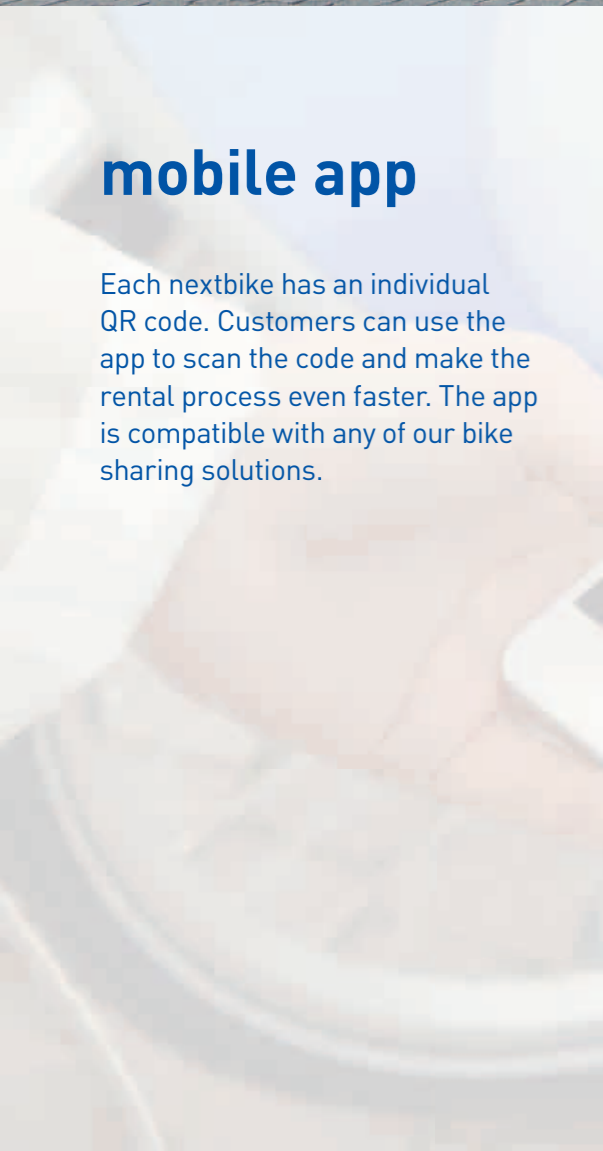
In 2014, nextbike introduced systems to the UK in Bath and Glasgow. Next cities will be Stirling and Belfast. In the US, nextbike was awarded contracts for public bike rental systems in the cities of Jersey City, Hoboken and Weehawken. We ensure successful delivery by acting as the licensor, technology supplier

and adviser to our international partners. We are dedicated to developing long lasting business partnerships which allow our partners to operate and manage their systems both independently and economically. All of our partners have access to the online nextbike office. This is a cloud solution that acts as a permanent data exchange between everyone involved in the project. This integrative approach means each and every nextbike system

benefits from improvements and technical developments introduced across the network.

## nextbike worldwide

Azerbaijan, Bulgaria, Germany, UK, Croatia, Latvia, New Zealand, Austria, Poland, Switzerland, Turkey, Hungary, USA, United Arab Emirates, Cyprus



## mobile app

Each nextbike has an individual QR code. Customers can use the app to scan the code and make the rental process even faster. The app is compatible with any of our bike sharing solutions.



## Veturilo – Warsaw

Veturilo, with almost 3,000 bikes, is the largest bike rental system in Poland.

Each day we successfully process around 20,000 rentals.

With over 150,000 registered users, we operate one of the most heavily used systems in the world.

Jersey City: First advertising client was the state of Saxony.



## MOL Bubi-Budapest

In the spring of 2014, we launched the world's largest Smart-Bike system.

This large scale project is being implemented in stages. Phase one involves providing 1,100 bicycles at 75 stations. The stations are equipped with automatic locking systems and Touch & Pay terminals which allow customers to pay directly with either debit or credit cards.

Each bike has an on-board computer allowing them to be rented or returned at any station within the system. In phase two the system will be expanded upon 2.000 bikes.



## sustainable business model

nextbike has developed various products and services to profitably finance the operating costs and therefore provide a self-sustaining bike rental solution.

These services include the sale of advertising space on the bikes themselves as well as the marketing of a rental service to hotels and event locations, colleges and universities or employee bike pools.



Dubai: Cycling around the highest building of the world





## advertising with nextbike

nextbikes are both a means of transportation and a unique advertising opportunity. Increasing numbers of advertisers are taking advantage of the rental bikes' positive, sustainable qualities while benefiting from increased presence on the streets for their campaigns.

Unlike billboards, the advertising on the bikes take the message directly to the customer without intruding on a city's landscape. nextbike campaigns offer an eye catching, friendly and dynamic alternative to traditional media spaces which tend to get lost in busy cities.

Online support for the campaign adds an additional dynamic as well using social media, SMS services, imbedded codes and much more.



## BusinessBike

Company bikes instead of company cars! With the BusinessBike nextbike offers companies mobility at lower costs and minimal administration. Anything is possible, from five to fifty or more bikes, a 'private' company station or rentals using a company ID - nextbike takes care of the installation, maintenance and repair as well as distribution of the bikes.

The employee bike fleet system provides users with an easy and fast user interface. Trips can be planned or invoices generated – all with a simple click of a mouse. The company has total control of the fleet and can make adjustments at any time to best suit their needs.



## CampusBike

Most universities are contending with similar traffic problems to a small city but concentrated into a small campus: more commuters, parking shortages, full buses and trains and the long distances between departments in ever-growing campuses. For these reasons many universities such as in Bath in the UK or Potsdam and Bochum in Germany, have begun using nextbike's public bike systems.

As part of an agreement with the universities or student unions, students and staff are given a package of free memberships and rentals. Their university email address serves as the verification.

Students and staff have access to any of the bikes in their city with additional stations installed on and around the campus itself as required.



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nextbike

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