

JCDecaux and Greater Lyon unveil the new e-Vélo'v service

Lyon, 22 January 2020 – **JCDecaux and Greater Lyon have unveiled the e-Vélo'v service and the new Vélo'v hybrid bikes, that are set to roll-out from 20 February. People in Greater Lyon will be able to test the hybrid Vélo'v bikes for a one-month period and order personal portable batteries so they can take full advantage of the electrically-assisted self-service bike as soon as it launches.**

e-Vélo'v: an innovative two-in-one service

e-Vélo'v enhances the Vélo'v service with an innovative two-in-one offer. Customers can use the new hybrid Vélo'v bikes as they would normally (manually) or transform them into electrically-assisted self-service bike by inserting a personal portable battery available via subscription. With this hybrid model, subscribers can use 100% of the Vélo'v fleet, no matter which subscription they choose, and those who have a portable battery can take advantage of the electrical assistance at any time. This is an innovative solution which meets Greater Lyon's expectations.

The Vélo'v operating contract plans to **electrify 50% of the fleet, or 2,500 bikes**. This option was put into motion in May 2019 to enable JCDecaux to roll out the e-Vélo'v service on 20 February 2020.

While the development of the Vélo'v service will continue with the creation of 80 new stations in Greater Lyon, the e-Vélo'v launch marks the beginning of a new phase. In the long term, some 2,500 hybrid Vélo'v bikes will be rolled out across almost all stations: 428 Vélo'v stations in Lyon and Villeurbanne as well as in 22 municipalities in Greater Lyon. The e-Vélo'v service is part of the city's ambitious policy on soft mobility, the objective being to increase the modal share of bikes as well as intermodality.

An effective solution for effort-free longer journeys, the electrically-assisted Vélo'v is of particular interest for the inhabitants of the most remote and hilliest municipalities of Greater Lyon. The hybrid Vélo'v also offers enhanced comfort for older cyclists or those looking for easier use. Safe and adapted to cyclists of all skill levels, the electric power is apparent right from the first pedal stroke.

A personal portable battery

Starting today, inhabitants of Greater Lyon can subscribe to the e-Vélo'v option for an additional €7 a month (with no obligations) using the "Vélo'v officiel" app. They can then collect their battery at the Vélo'v counter* or have it delivered free of charge to their home. The compact and lightweight battery, which fits easily into a pocket or handbag, charges in two hours via a USB-C socket and has a range of eight to ten kilometres. It can also be used to charge smartphones.

Public debut

Starting today, JCDecaux and Greater Lyon are inviting inhabitants to Vélo'v stations to try out electrically-assisted cycling using the new hybrid bikes and portable batteries. The JCDecaux teams will be out in full force to provide information to interested cyclists and help them to subscribe to the e-Vélo'v option on the spot. The public will be informed of the dates and participating stations via Greater Lyon's social media accounts (Vélo'v Facebook page) and station terminal screens.

***Comptoir Vélo'v**: Ground floor of the LPA Cordeliers car park, 13 rue Antoine Salles, Lyon 2è

David Kimelfeld, President of Greater Lyon, commented: “This is a major step forward for bike usage in Greater Lyon and in the democratisation of electrically-assisted bike use. Greater Lyon, in partnership with JCDecaux, remains faithful to the pioneering spirit which has always inspired Vélo’v. By making 2,500 hybrid bikes available, we are choosing to create an attractive, modern and smart city that is resolutely committed to sustainable mobility solutions.”

Pascal Chopin, Regional Director of JCDecaux Rhône-Alpes, added: “After successfully implementing the second-generation Vélo’v bikes in July 2018, we are pleased to present the new e-Vélo’v service to the inhabitants of Greater Lyon today. The new service offers Vélo’v users even more freedom. The new Vélo’v hybrid, which can be used with or without a portable battery, represents a major innovation that will attract new audiences and further develop the practice of cycling. JCDecaux is once again making technological innovation and quality service a key priority with a view to offering solutions that make sustainable improvements to urban life.”

Vélo’v in figures	
-	68,000 subscribers
-	About 110 million of rentals since the implementation of Velo’v in 2005
-	7 rentals on average per day, per Vélo’v
-	1,000 additional bikes in 2020: Greater Lyon’s self-service bike fleet will now have 5,000 Vélo’v bikes, making it the largest fleet in France after the Paris fleet.
-	2,500 hybrid Vélo’v bikes rolled out on 20 February 2020
-	408 stations in 20 municipalities. 20 new stations are planned, for a total of 428 stations in 22 municipalities in the long term.
-	2,500 additional docks > 2 docks per bike will be available in 2020, compared with 1.8 docks per bike previously

Where can I try out the e-Vélo’v service?

- Wednesday 22 January
 - Starting at 2 p.m. – Confluence/Docks stations
- Thursday 23 January
 - 8 a.m. to 10 a.m. – Antonin Poncet and Mairie de Villeurbanne stations
 - 11.30 a.m. to 2.30 p.m. – Mairie du 4^{ème} and Jean Jaurès stations
- Friday 24 January
 - 8 a.m. to 10 a.m. – Mairie du 9^{ème} and Charpennes stations
 - 11.30 a.m. to 2.30 p.m. – Caluire-Gare de Cuire and Musée Africain stations
- Saturday 25 January
 - 9 a.m. to 11 a.m. – Porte des Enfants du Rhône and Augagneur/Fosse aux Ours stations
 - 1 p.m. to 3 p.m. – Antonin Poncet and Mairie du 4^{ème} stations



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About JCDecaux

JCDecaux, the number one outdoor advertising company worldwide, is present in more than 80 countries and 4,030 cities with over 10,000 inhabitants. For more than 55 years, JCDecaux products have been the benchmark in innovation, quality, aesthetics and functionality. Thanks to the expertise of its employees, the Group's service offering, particularly on upkeep and maintenance are recognised by cities, airport and transport authorities, along with advertisers around the world. JCDecaux is currently the only world-class player to focus exclusively on outdoor advertising and the development of all related activities: street furniture, transport and billboard advertising. In the age of the smart city, JCDecaux is positioning itself as a major player and is already playing a vital role in building the connected city, a city that is more human, more open and more sustainable.

For more information about JCDecaux, please visit jcdecaux.com.

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