

PRESS RELEASE

Paris, June 6, 2011

Vélib' celebrates its 100 million trips !

Less than 4 years after its launch on July 15, 2007, Vélib', the self-service bicycle rental scheme in Paris and its suburbs, has reached the key milestone of 100 million trips.

To celebrate this symbolic achievement, the Paris City Authorities and JCDecaux have created a video to illustrate the "100 millionth trip" and posted it up on YouTube, the Vélib' website, the Vélib' et Moi blog and the scheme's official Facebook and Twitter pages.

The online publication of this short film follows a teaser campaign featuring celebrity fans of Vélib' including: the chef Jean-François Piège, singer Shy'm, Miss France, fashion designer Christina Cordula, tennis player Paul-Henri Mathieu and the comedian Anthony Kavanagh.

The video can be seen at the following address : <http://goo.gl/TwTWL>

” As this milestone of 100 million trips illustrates, Vélib' continues to go from strength to strength. In the 1st quarter of 2011, Vélib' had over 5.5 million rentals, the best 3-month period since the scheme was launched. Vélib' has proven to be an up-to-date, efficient, non-polluting means of transport, well suited to the mobility requirements of the wider public. As I frequently find myself repeating, Vélib' is breaking new ground. It is a relatively new scheme that has never been rolled out on such a large scale before and it will inevitably require fine-tuning if we want to continue improving the quality of the service offered to the large numbers of its users. We will continue to work hard, building upon today's celebrations to ensure the success of Vélib' in the future. ”

Annick Lepetit, Deputy Mayor of Paris responsible for travel, transportation and public spaces.

Vélib': key figures

More than **20,000 bicycles** available at a total of **1,800 docking stations** in Paris and in 30 municipalities in the immediate Paris suburbs. Between **80,000 and 120,000 rentals every day** ; Vélib' is used by people who have taken out 1 or 7-day subscriptions (24% of the total) and **annual subscriptions (76%)**. As each bicycle is borrowed 8,000 times and travels a total of 16,000 km (almost **10,000 miles**), Vélib' has made it possible to save **40,000 metric tons of CO2 equivalent***.

* Assuming that the bicycle is used instead of a car and that the current fleet of private cars driven in an urban environment generate an average of 200g of CO2 equivalent per kilometer covered (ADEME estimates).

” This symbolic milestone is the culmination of a partnership that has spanned every part of our business since the scheme's initial conception, including R&D, Operations, City Relations, Marketing, etc. Vélib' has come to symbolise the French capital all over the world. I am delighted that the rental scheme is being used as never before with the best first quarter results since it was launched. Vélib' had a record number of trips in January and March, with 2,258,174 individual trips in March alone ”

Jean-Charles Decaux,
co-CEO of JCDecaux

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