



SmartBike Success in Barcelona

Since the launch of Clear Channel Outdoor's public bike sharing program "Bicing" in Barcelona in March 2007, over 10% of the adult population of Barcelona have subscribed to the service.

The amount of users and the popularity of Smartbike have surpassed all expectations and have caused the city to expand the program from 100 stations with 1,500 bicycles to 400 stations with 6,000 bicycles.

Barcelona Bicing Program - Key Figures (as of September 2008)

- Over **160,000** subscribers
- Over **250,000** weekly bike rentals
- Over **12** million total bike rides made
- Average number of daily uses per bike: **8**
- Average distance per bike ride: **2.5** miles
- Total distance covered since March 2007: over **30** million miles
- This distance covered in a medium car would amount to over **9,600** ton CO2

SmartBike Experience

SmartBike has been operational for over a decade and can be found in many different cities and environments throughout Europe, and soon the U.S.

Please visit us at clearchannelsmartbike.com.

Clear Channel Outdoor

110 East 42nd Street
18th Floor
New York, NY 10017
Phone: 212.972.0515

www.clearchannelsmartbike.com



SMARTBIKE™

AN INNOVATIVE APPROACH TO PUBLIC TRANSPORT!

Clear Channel Outdoor's SmartBike is a revolutionary and exciting new mode of public transportation. Our program uses state-of-the-art technologies to facilitate fast and easy access for users and is structured to be a true public transport service.



Providing the public with the missing link between points of public transportation and desired destinations, SmartBike offers a new form of mobility, complementing existing transportation networks.

Our public bike rental service is creating a major transformation in the way people travel around cities. It offers convenience, freedom of movement, and helps alleviate traffic congestion in inner-cities.



Why SmartBike?

The popularity of public bike sharing is easily explained as cities around the world are fighting traffic congestion, struggling to reduce pollution, and working hard to extend their networks of public transportation.

For the user, SmartBike offers a truly carefree form of transport. In addition to being a fast and flexible way to reach any destination in the city, users no longer need to worry about theft or maintenance of their own bikes. Smartbike is inexpensive and fully available and reduces the need for private bikes in a city, resulting in less cluttered public streets.

Smartbike available Throughout Your City!

Clear Channel Outdoor's SmartBike service can be available 24 hours per day, 7 days a week and is accessible for all.

The stations are strategically placed at regular intervals throughout the city, located close to public transport hubs such as train, metro, light rail, and bus stations, and at central locations like office and shopping areas as well as tourist attractions.

How SmartBike Works

Moving around the city has never been so quick and easy. All you have to do is go to a SmartBike station at one of the locations throughout the city and identify yourself by holding your user card in front of the card reader. Follow the instructions on the screen, the station will assign a bike from one of the numbered slots. Now you can go ahead and take your bike for a trip through the city.

After you have finished your ride, you can return the bike to an open slot of any of the SmartBike stations in the city. Just insert your bike into one of the free slots and the station will register that you've returned it.



SmartBike – Developed for Public Use

For more than 10 years, Clear Channel Outdoor has continuously improved its SmartBike system. We have gathered valuable information from our experience in the different cities we operate in and use that information to create the best possible solution for all parties involved: local authorities, residents, transportation companies, local businesses and the user.

All elements that form the SmartBike service have been carefully thought through and have been designed especially for their specific purpose.

The Advantages Of SmartBike

- Provides fast and flexible transport
- Increases traffic awareness and safety
- Provides non-polluting means of transport
- Encourages use of public transportation
- Improves public health
- Reduces traffic congestion
- Improves city identity
- Provides individual transport – no waiting
- Creates tourist attraction
- Reduces need for parking spaces
- Immediately available for all users
- Reduces amount of stray private bikes
- Develops mobility in the city



Maintenance and Distribution

It goes without saying that maintenance and distribution form an essential part of the SmartBike system. In order to guarantee a smooth operation, our service team offers 24-hour assistance, depending on opening hours. Maintenance and repairs are performed both locally at the stations as well as in our service shops.

Redistribution vehicles ensure availability of bikes throughout the day. Our service team picks up bikes from fuller docking stations and replenish the stations that hold a low amount of bikes.

