

March 15, 2011

BIXI Toronto set to launch on May 3

The City of Toronto and the Public Bike System Company are proud to announce that the official launch of the BIXI Toronto program will take place on May 3 with 1,000 bikes, 80 BIXI stations and 1,500 docking points in Toronto's downtown core. City Council approved the BIXI Toronto program last May.

"The BIXI Toronto program is an exciting new cycling initiative that will encourage more bicycle trips in the downtown core. It is also a great example of public-private partnership to benefit Toronto residents and visitors," said Councillor Denzil Minnan-Wong (Ward 34 Don Valley East), Chair of the City's Public Works and Infrastructure Committee.

The Public Bike System Company (PBSC) is the organization behind the concept, development and operation of award-winning BIXI – which operates bike-sharing systems on three continents and is the first large-scale bike sharing system in North America.

"We are happy to count Toronto among the three Canadian cities where the BIXI service will be available in 2011," said Roger Plamondon, Chairman of the PBSC board. "More than 1,200 Torontonians purchased an annual membership last fall, five months before the program's launch. We are convinced that Torontonians will quickly adopt the BIXI bikes as a convenient and economical way to get around."

Designed to complement public transit, the BIXI bikes are intended to be used for one-way trips of less than 30 minutes. BIXI bikes can be picked up or dropped off at any of the 80 downtown bicycle docking stations 24 hours a day, seven days a week.

Regular users of the system will purchase a pass for periods of time ranging from one month to one year and will receive a BIXI key. Members can use their BIXI key to take out a bike at any station in the network. Non-members can purchase a 24-hour pass. There is no trip fee if the bicycle is returned to a bike station within 30 minutes. A fee is charged for any trip longer than 30 minutes.

More information about the program is available at <http://toronto.bixi.com>.

Toronto is Canada's largest city and sixth largest government, and home to a diverse population of about 2.6 million people. Toronto's government is dedicated to delivering customer service excellence, creating a transparent and accountable government, reducing the size and cost of government and building a transportation city. For information on non-emergency City services and programs, Toronto residents, businesses and visitors can dial 311, 24 hours a day, 7 days a week.

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