

World's largest smart bike sharing platform Mobike to launch in Greater Manchester

Mobike's unique smart & sustainable bicycle share scheme set to expand across Europe

Manchester, June 12th 2017 - Mobike, the world's first and largest smart bike-share, has announced the launch of its hugely popular bike-sharing service in Manchester and Salford.

On 29th June, the Mobike service will go live in Manchester and Salford. By simply downloading the Mobike app, finding a nearby Mobike and scanning its QR code, Mancunians and Salfordians will be able to pick up and ride bikes around the city. Without any need for public funding, Mobike's scheme will launch with an initial 1,000 bikes, with that number expected to increase to meet growing demand for the service. Mobike has agreed a voluntary code of working with Manchester City Council, Salford City Council and Transport for Greater Manchester (TfGM).

Manchester and Salford are the company's first host cities outside of Asia and officially kicks off Mobike's European expansion. The company has strong ambitions for the continent, and will aim to provide its affordable, environmentally-friendly and socially-beneficial service to a series of European cities over the next few months.

Weiwei Hu, founder of Mobike, said: *"We're very excited to make Manchester and Salford Mobike's first European partners. They have long been a European leader in culture, innovation and technology and were carefully selected as promising and highly-suited Mobike cities. The councils and TfGM are ideal partners to help the people of Manchester and Salford make the most of our high-tech offering."*

The Leader of Manchester City Council, Sir Richard Leese, said: *"We are excited that Manchester has the opportunity to be at the forefront of trialling this cutting-edge, app-based cycle hire scheme in the UK.*

"This is another way in which we can encourage residents to choose active, environmentally friendly travel and we look forward to working closely with Mobike and Transport for Greater Manchester in the coming weeks, to examine and assess how the scheme will work in practice."

Mobikes are equipped with a series of proprietary high-tech features that benefit both users and partner cities alike. Every Mobike is equipped with unique smart-lock technology and built-in GPS connected via the Mobike IoT network. This is an invaluable feature for cities, which no other bike-sharing company provides. Mobike's technology locates and monitors the health of each bike, as well as location-based demands for bikes, to manage supply and help solve the "last-mile" challenge.

Mobike is also a pioneer in using GPS technology to leverage real-time trip and city data to better serve users and cities. The company uses data analytics to not only allocate their fleet across the city depending on traffic, weather and other variables – but also support city planners, local businesses and authorities in a variety of smart urban planning projects.

Steve Pyer, General Manager of Mobike UK, added: *"Our aim is to be responsible, sustainable and*

innovative. We're confident that Manchester and Salford and their residents will immediately see the benefits of our services, and the city will become a showcase for the urban transformation that is possible when cycling usage rises, and city planning leverages smart data.

"We are already in talks with a number of other cities around Europe, and are sure the successful pilot will be the first of many partnerships, allowing us to make cycling the most convenient and affordable choice for those in cities all around Europe."

Mayor of Greater Manchester, Andy Burnham, said: *"As Mayor I want to see many more people swapping their cars for bikes in Greater Manchester and I will take a positive approach to promoting cycling across our city-region. This scheme could help make cycling more accessible to people, but it is an untested idea in the UK and we will need to keep this under review.*

"We're conscious that our city centre is a complex and busy area already, so TfGM has been working hard to establish a voluntary code of working with Mobike to make sure the service operates in a way that doesn't inconvenience other road users, pedestrians or city centre traders.

"If successful, it could play an important part of our long-term plans for cycling in the region and for making travel easier and more sustainable."

Salford City Mayor Paul Dennett said: *"The Mobike trial is a great initiative helping people get around the city region easy for work and leisure without having to own their own bike.*

"Mobikes are a green, low-carbon and healthy way to travel in Salford, where we're investing £10 million in cycling and off-road cycling infrastructure.

"Bikes are proving more and more popular in urban areas around the world and it is great to see Salford tapping into this trend with our sister city Manchester."

Mobike launched in April 2016 and has since deployed across China and Singapore – Manchester and Salford are the 100th cities to host the service. The company now operates more than 5 million smart bikes, and supports over 20 million rides every day. Mobike's strategic investors include Tencent, Foxconn, Bertelsmann, Temasek, Warburg Pincus, Sequoia Capital, amongst other. The company has also established global partnerships with leading companies including Vodafone, Ericsson, Qualcomm, and Dow Chemical.

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HOW MOBIKE WORKS



Mobike is a re-imagination and delivery of the ultimate urban bicycle. Through every element of its design, the goal is to provide an effortless experience using the pinnacle of technology. The bike itself lists innovations such as the chainless shaft transmission, non-puncture airless tyres, a lightweight aluminium anti-rust frame, an enhanced and durable disk-brakes and an auto-inspired five-spoke wheel. These functional design elements result in a maintenance-free bike, with each Mobike's lifespan estimated at 4 years of fix-free cycling. Each bicycle is connected to the Mobike IoT network via GPS-embedded smart lock; forming one of the largest IoT networks on the globe.

Mobike's distinctive silver and orange bikes will be initially deployed at high-traffic locations such as Metrolink stations, university campuses, and retail parks. To use the service, users simply need to download the Mobike app, register, and scan the QR code on the bike. With Mobike's proprietary smart-lock technology, scanning the QR code instantly unlocks the bike and allows the user to ride it away. To complete their ride, users need only to park the bike at any authorized bike parking areas near to their destination and manually close the lock on the bike.

The Mobike mobile app is now available for download in Manchester and Salford at the [Android store here](#) and [Apple app store here](#).

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About Mobike

Mobike is the world's first and largest smart bike-sharing company. Its mission is to bring more bikes to more cities, using its innovative technology to make cycling the most convenient and environmentally-friendly transport choice for urban residents. Using specially designed bikes equipped with GPS and proprietary smart-lock technology, Mobike enables users of its smartphone app to find a bike near them, reserve and unlock it, all using their smartphones. After reaching their destination, the user parks the bike by the roadside and locks it, automatically making the bike available to the next rider. The company officially launched its service in Shanghai in April 2016, and in just over a

year, has since expanded the service to 100 cities globally.

By making urban cycling more accessible, popular, and smart, Mobike is delivering scaled sustainable mobility solutions for people and cities around the world. In the company's first year of operation, Mobike users cycled over 2.5 billion kilometres, equivalent to a reduction in CO2 emissions of more than 610,000 tons based on calculations by the WWF China. In June 2017, Mobike received the WWF's "Climate Solver Sustainable Urban Mobility Special Award" in recognition of the impact its innovative technology and promotion of sustainable transport.

For more information visit: mobike.com.

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