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Press Release
For immediate distribution

NEW BIXI OFFERS FOR 2017 AND A PRE-SEASON SPECIAL IN MARCH FOR MEMBERS AND BUSINESSES

Montreal, March 8, 2017 – BIXI MONTRÉAL's new offers for 2017 were approved this morning by the City of Montreal's executive committee. In order to respond to the needs of as many people and lifestyles as possible, some new rates and several perks will be applicable as of March 15.

"Following the investments announced by my Administration last fall to help optimize the bike-sharing service, I praise BIXI-MONTRÉAL's efforts for adapting their services and making them even more appealing to users by encouraging them to use a mix of transit services. In a year that will be filled with festivities, I would like to invite Montrealers and tourists alike to use BIXI to discover or rediscover the city's many sites." said Montreal's mayor, Mr. Denis Coderre.

PRE-SEASON SPECIAL AND DISCOUNT FOR ENCOURAGING ACTIVE TRANSPORT TO WORK

From March 21 to April 2, BIXI's offering a pre-season special on one-year memberships for \$75, tax included. This special offer is applicable to all new memberships, as well as membership renewals (regular price: \$89, tax included).

To encourage businesses to promote the benefits of active transport to their employees, a 20% discount on one-year memberships will be offered to groups of 20 or more, from March 15 to June 1, 2017. The person in charge of the group will just need to fill out a short online form at Bixi.com or contact a group sales agent at 514 789-BIXI. This offer is also available for groups of friends, sports groups, social clubs and associations.

NEW OFFERS AND PARTNERSHIPS WITH TÉO TAXI AND CAR2GO

To encourage active and public transit users to use BIXI, promotional offers in collaboration with the *Société de transport de Montréal (STM)*, *l'Agence métropolitaine de transport (AMT)*, Communauto and Vélo Québec will continue in 2017. New agreements between BIXI, car2go and Téo Taxi will provide members of these transport services with the opportunity to benefit from a discount.

As of 2017, there will be a new 90-day BIXI membership that will replace the half-season membership, at the same price of \$55, tax included. Offering a greater flexibility, this membership can be purchased at any point in the season.



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BIXI is also pleased to announce that a special rate is in the works for packs of 10 one-way passes that will be available soon.

"After reaching nearly a 200% increase in occasional users in 2016, compared to 2014, BIXI is proud to introduce new features that will respond to the needs of an even larger clientele. We are pleased to promote active and public transport with our partners, and our recent collaboration with Téo Taxi and car2go show our commitment to making this happen. We hope that our members and all businesses in Montreal will take advantage of our special pre-season offers!" declared BIXI-Montréal's chairperson, Ms. Marie Elaine Farley.

The terms and conditions for the new features for 2017 will be available online at Bixi.com once they enter into effect.

FREE BIXI SUNDAYS OFFERED BY MANULIFE: THE TRADITION IS BACK ON MAY 28

Free BIXI Sundays offered by Manulife will be back as of May 28. On these special days, all one-way trips under 30 minutes will be offered free of charge from midnight to 11:59 p.m. Regular rental conditions apply. The other Free BIXI Sundays will take place on June 25, July 30, August 27, September 24 and October 29.

THE SEASON STARTS ON APRIL 15

The next BIXI season will commence on April 15. While you are waiting for the good weather to return, all Montrealers are invited to download the official BIXI mobile app to find out where your closest stations will be to help you plan your future trips.

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For more information

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ABOUT BIXI MONTRÉAL

BIXI-Montréal is a non-profit organization created by the Ville de Montréal to manage the bike-sharing system in Montreal. In 2017, the network will have 6,200 bikes and 540 stations in Montreal, Longueuil and Westmount.



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Montréal 

ABOUT MANULIFE, BIXI-MONTREAL'S PRESENTING PARTNER

Manulife Financial Corporation is a leading international financial services group that helps people make their hopes and dreams a reality by prioritizing their needs and providing them with good recommendations and solutions. We operate as John Hancock in the United States, and Manulife elsewhere. We provide financial advice, insurance, wealth and asset management solutions for individuals, groups and institutions. At the end of 2016, we had approximately 35,000 employees, 70,000 agents, and thousands of distribution partners, serving more than 22 million customers. At the end of 2016, we had \$977 billion (US\$728 billion) in assets under management and administration, and in the previous 12 months we made more than \$26 billion in benefits, interest and other payments to our customers. Our principal operations are in Asia, Canada and the United States where we have served customers for more than 100 years. With our global headquarters in Toronto, Canada, we trade as 'MFC' on the Toronto, New York, and the Philippine stock exchanges and under '945' in Hong Kong.

ABOUT LA PRESSE, BIXI-MONTREAL'S MEDIA PARTNER

La Presse is a French-language newspaper of reference in Canada and its content is available on several platforms (digital edition for tablets, mobile apps, web, paper). *La Presse* stands out for its distinctive, rich and diversified coverage of the news. A recipient of numerous distinctions for the quality of its content and presentation, *La Presse* is also recognized for its series and in-depth articles, as well as for the large space it dedicates to debates. *La Presse+*, the free digital edition of the paper, uses all of the multifunctional capabilities of a tablet and offers the most complete news experience ever offered by the largest newsroom in Quebec.