

New models and tech in Bike Share

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Soon to change name to



Why do people use Bike Share bikes over their own bike?

Bike share is a **complement** as well as **alternative** to ownership



Bike Share Increases Cycling



23%

started or re-started cycling (after a gap of at least 5 years)

43%

started riding more as a result of joining the bike share scheme



Plus 18% purchase a bike



Models of Bike Share



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