



OYBike Systems Ltd



# Public Bike Rental Synergies with Car clubs Car Club Conference 19 March 2009

Bernie Hanning  
Co -founder and MD





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**Car Clubs  
Street Based Hourly rental  
Bike share  
Delivers The Same Outcomes  
including one way options**





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**Efficient use of public space**

**More Choice**

**Less hassle**





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## Same Type of User Needs

- Access on demand
- Route choice
- No parking worries
- Connections at transport hubs





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## Making the Difference?

OYBike at Car Club Points

Increases Catchment Area

Joint promotion of services

Potential of interoperability

Smart Card acceptance





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# The OYBike

## Key Features include:

- No Chain
- Shaft Drive Transmissio
- Minimal maintenance
- Vandal resistance
- No resale value
- Iconic recognition





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## The OYBike



3 Speed gears



Non removable adjustable saddle



Internal hub brakes



Fixed combination lock



Permanently attached security cable



Sponsor panel



Unique Shaft drive instead of the chain



Dutch Perfect puncture proof tyres



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# OYBike Rental Station Mark 2





## How it Works

*After registering by telephone or on our website, there are 3 easy steps to renting an OYBike from a rental station.*

- **Step 1** – Switch on the Rental Station and ring the phone number it shows.
- **Step 2** – The Rental Station doesn't answer, but validates your phone number and releases a bike's cable. No charge for your call.
- **Step 3** – To return an OYBike, you call a Rental Station's number and plug the cable into a free port. This ends the hire period.

*All information is transferred to the automated billing system for invoicing & reporting.*

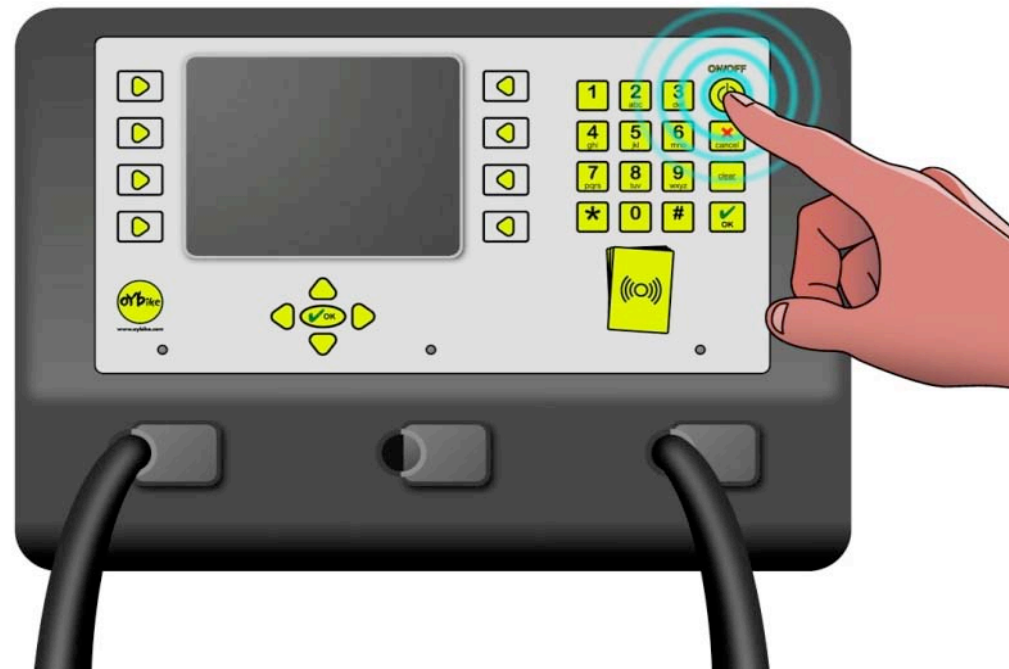




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User  
switches  
the unit  
on

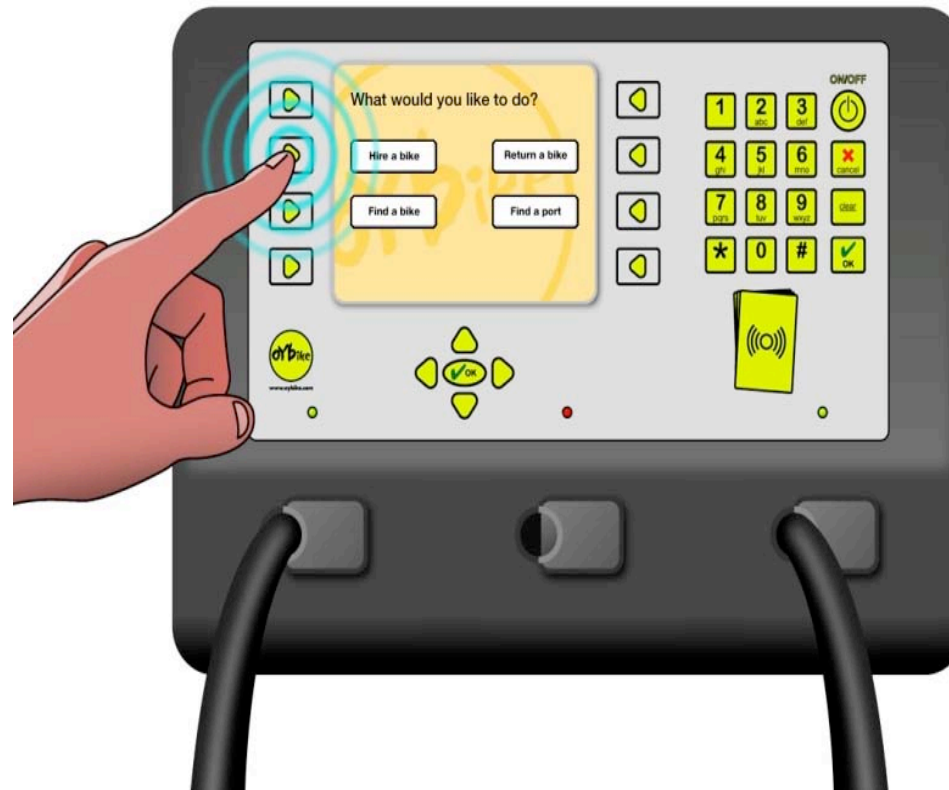




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Press  
button  
to hire  
a bike

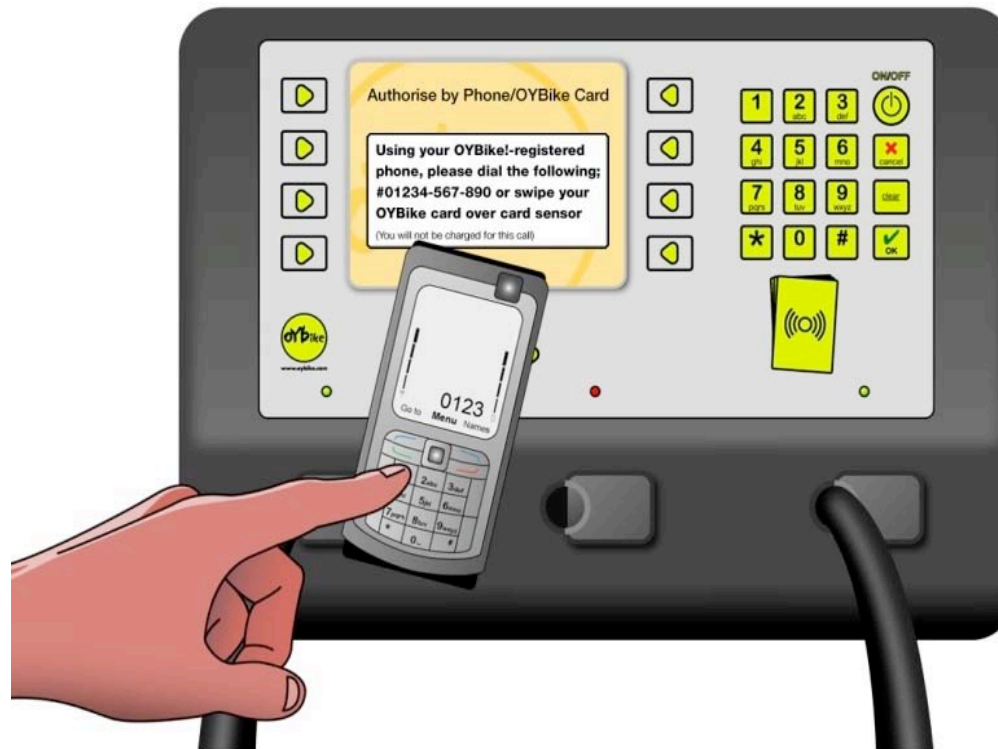




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Ring  
number  
shown –  
no  
charge

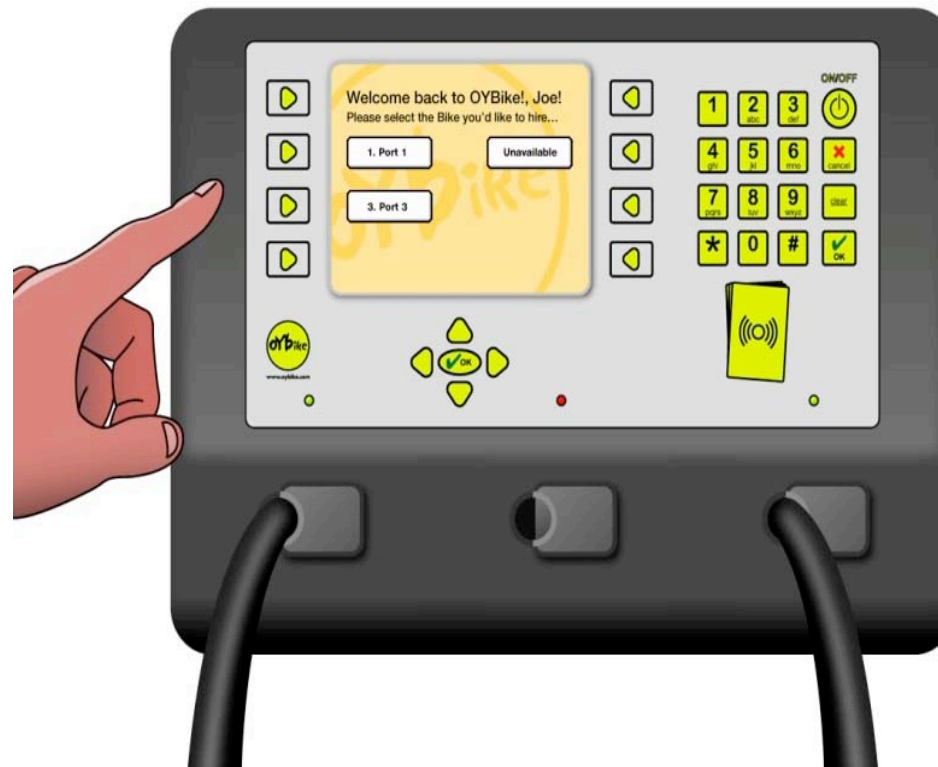




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Choose  
which  
bike  
you  
want





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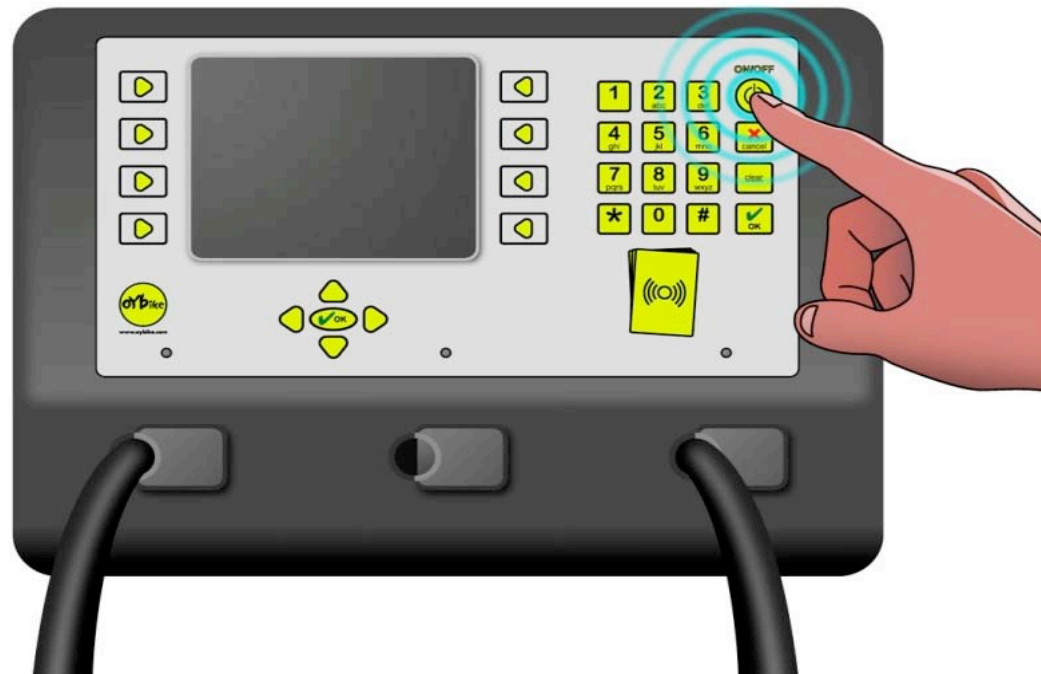


Cable  
is  
released  
- Off  
you go!





To return – switch unit on,

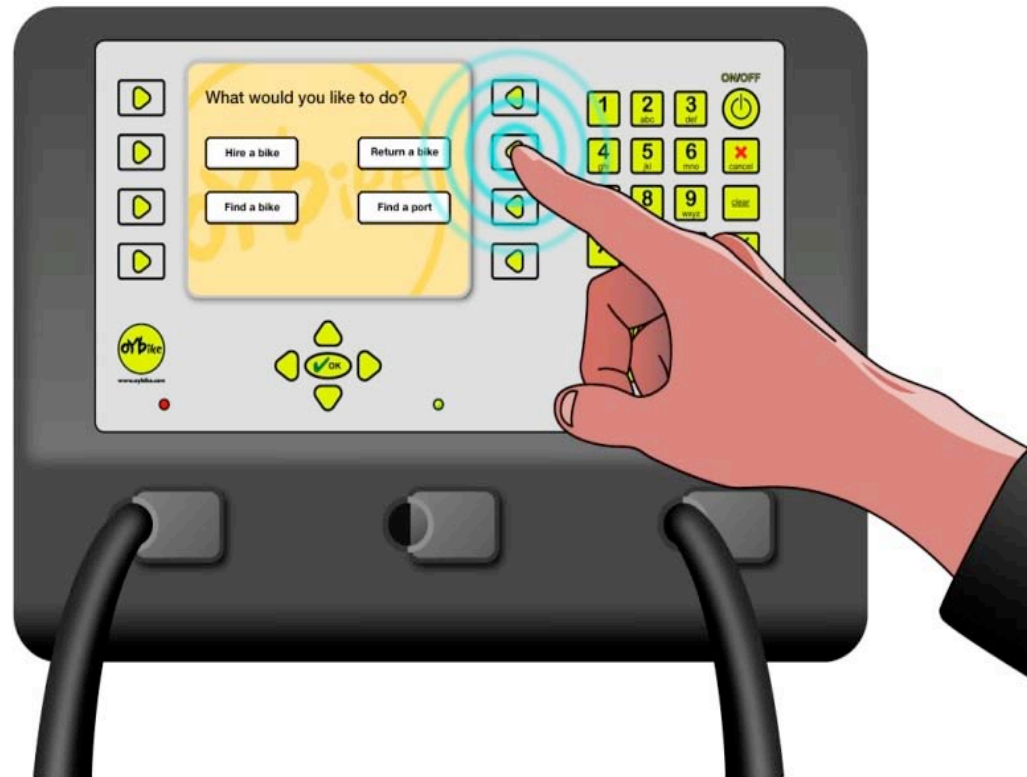




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Choose  
to  
Return  
a  
Bike





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Plug  
into  
a free  
port  
when  
buzz  
sounds

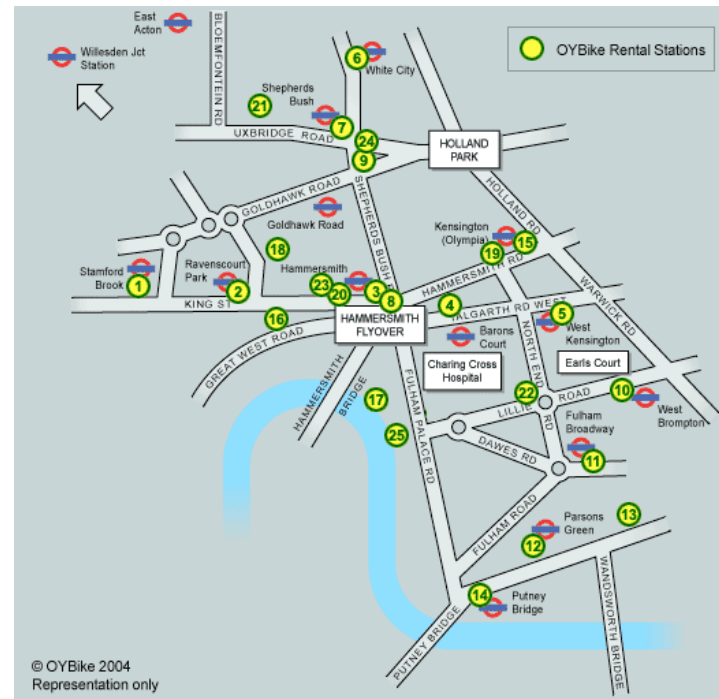




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# OYBike Typical Installation





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# Mobile Phone Communication

- **Instant Access.**
- **Route planning.**
- **Two-way communications – helpdesk..**
- **Multilingual.**
- **SMS delivering access codes and maps.**
- **Pre-booking potential..**





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# A Vision of the Future

*- SEE MOVIE LINK!*





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## Current Level of Operations

- OYBike system fully tested & implemented. Version 3 bike, version 2 rental station.
- Operating in West London for 4 years.
- 100 % success rate in hiring and returning OYBikes.
- Daily growth in use & enquiries – 2,200 users
- Call Center fully trained and operational
- Regular maintenance program
- Expanding throughout the UK and Internationally





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# Paris

- 16,000 bikes now
- 27 Million trips – Year 1
- 70% increase in Cycle Traffic
- 170,000 annual tickets – 80% of these held by Parisians





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# Sponsorship Panel





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# Branding





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# Branding





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# Branding





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## OYBike Large stand design – can be Solar Powered



*Please note that this an artist's interpretation and is only a representative image.*

Rowhurst Industrial Estate, Chorlenton, Newcastle-under-Lyme, Staffordshire ST5 9BD.  
Telephone: 01782 571880 • Fax: 01782 582548  
Email: [sales@broxap.com](mailto:sales@broxap.com) • Web: [www.broxap.com](http://www.broxap.com)

Oybike Cycle Parking

**broxap**





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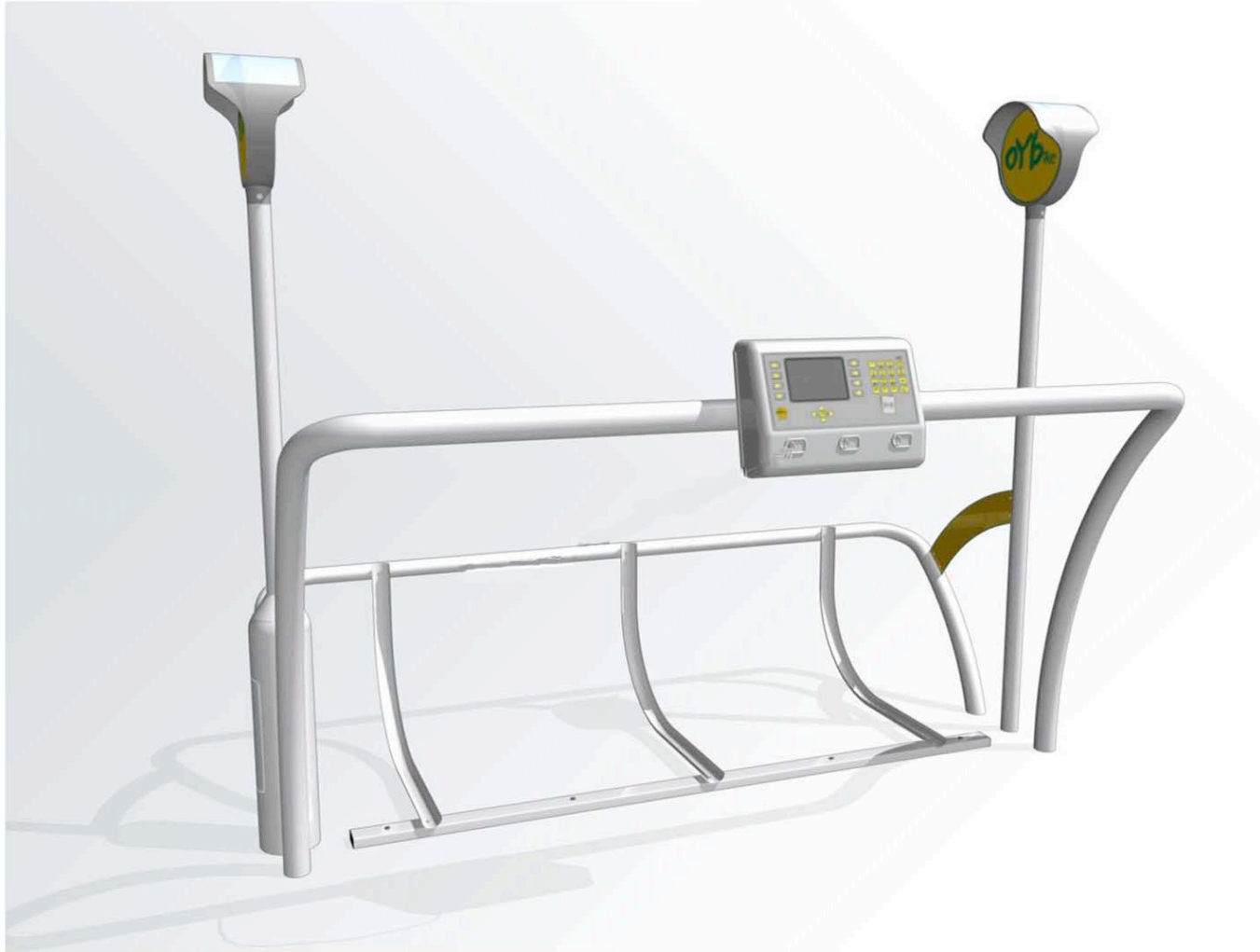




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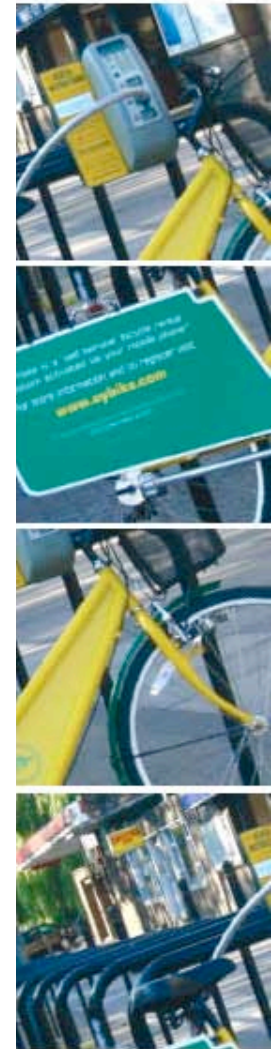


## OYBike Small stand design



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Rowhurst Industrial Estate, Chesterton, Newcastle-under-Lyme, Staffordshire ST5 6BD.  
Telephone: 01782 571660 • Fax: 01782 562946  
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Oybike Cycle Parking

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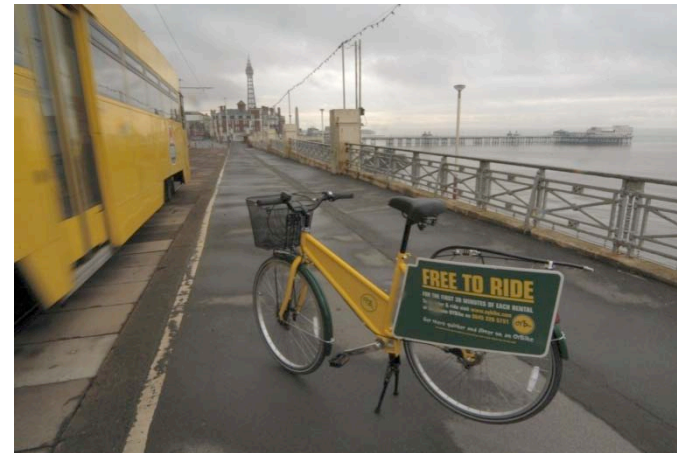




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# Thank You any questions?



Bernie Hanning  
Co -Founder and MD

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