LimeBike

The Year End Report

12.19.2017



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Introduction

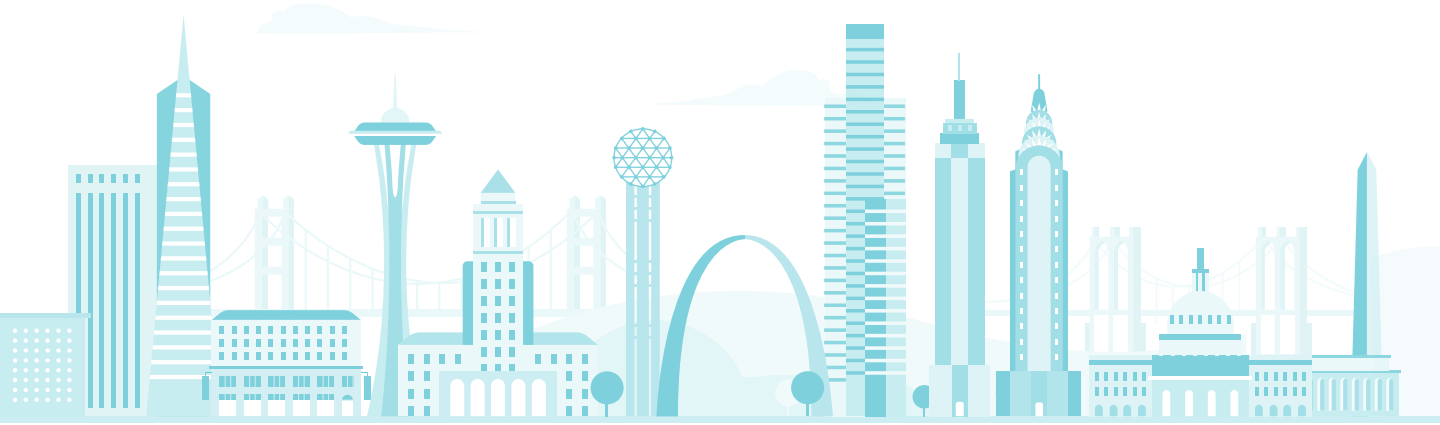
Bringing Dockless Bike Sharing to the US

In 2017, LimeBike launched with one goal in mind: to improve the way Americans get around in cities and on college campuses across the country. To do that, we developed a fleet of 3G, GPS-enabled dockless smart bikes and worked with community partners to distribute them in over 30 markets from Seattle to Miami.

The core of our business has always revolved around three tenets of cycling: accessibility, affordability, and sustainability. The LimeBike Year End Report is an in-depth look at how those principles are changing the urban mobility landscape in cities and universities throughout the US, and what the statistics tell us about the future of first and last mile transportation both at home and around the world.

In this effort, we've partnered with the business intelligence team at Chartio to analyze the wealth of data we've collected since our inaugural launch at UNC Greensboro in June. We couldn't be more excited to share the results of our efforts with you in this report, which constitutes the first quantitative and qualitative review of dockless bike sharing in the United States.

Thank you for helping us to reach these incredible milestones, and for making us the US leader in dockless bike sharing!



Brief history of bike sharing

1

French beginnings

In 2005, Lyon launches the world's 1st large-scale modern bike sharing system with stations spread throughout the city.

Two years later, Paris follows suit.

2

Global adoption

By 2013, an estimated 700,000 public bikes are on the road worldwide in places like the US, Canada, Mexico, Australia, Argentina, and the UK.

3

Going dockless

In 2015, Chinese startups develop a new bike sharing model without the use of docking stations. Bikes can now be picked up and dropped off anywhere.

4

Growing pains

After a year of explosive growth, dockless bike sharing systems in Asia show promise and problems.

Cities are littered with thousands of confiscated bikes.

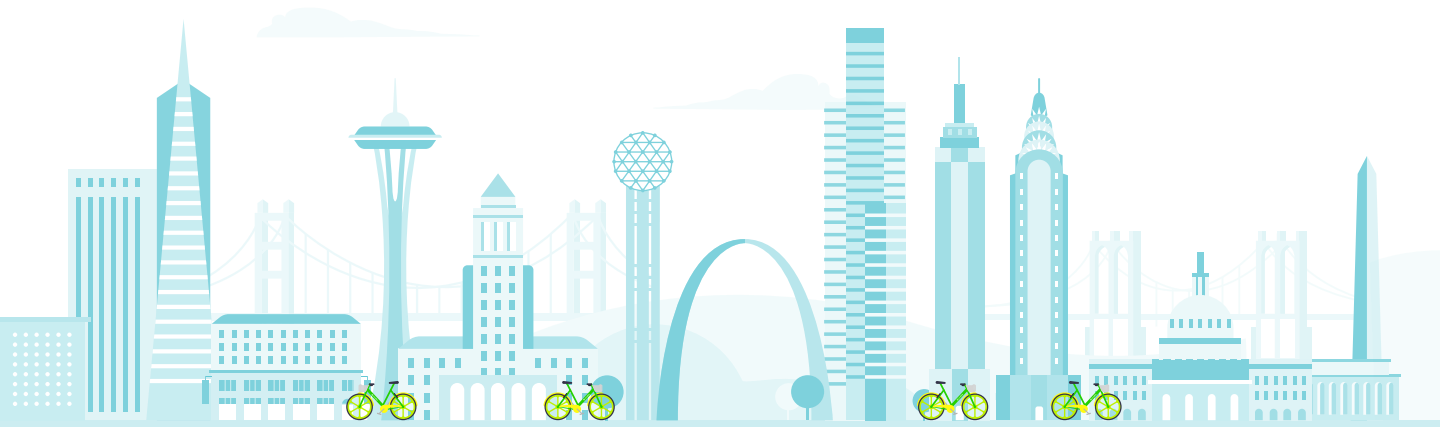
5

LimeBike launches

In 2017, LimeBike builds on the dockless bike sharing model, working hand in hand with cities and universities to effectively reinvent last-mile transportation in the US.

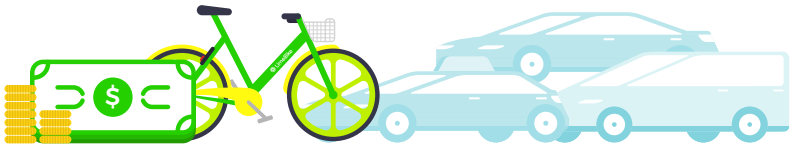
1 LimeBike in the USA

The numbers behind the dockless bike sharing revolution



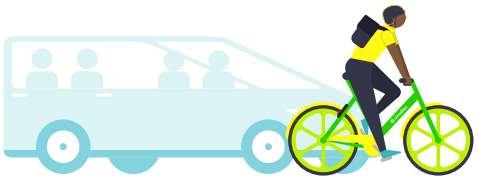
LimeBike in the USA

How LimeBike is impacting cities



Saving Money vs. Cars and Rideshares

LimeBike costs, on average



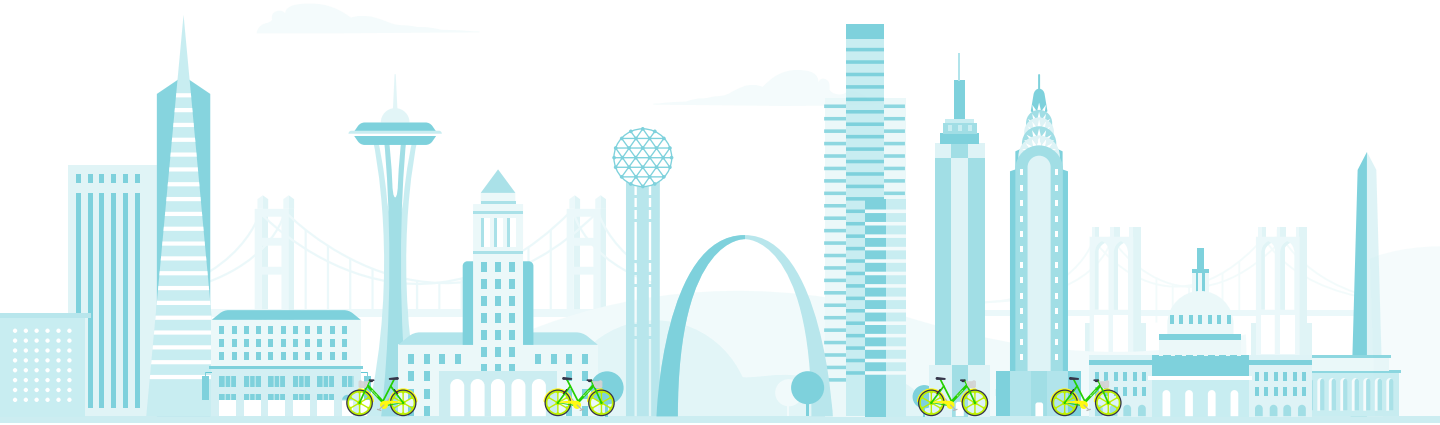
$5-$7 less
per mile than ride sharing



$19+ less
per day than driving

In one year, drivers replacing just one day of driving per week with LimeBike are **saving $1000**

Rideshare commuters replacing 1 mile per work day with LimeBike are **saving $1,300-$1,800 annually**



LimeBike in the USA

How LimeBike is impacting cities



Increasing Access to Public Transit

In our top urban markets nationwide, **40%** of rides start or stop at public transit stations

This is a proof point that people are relying on LimeBike as their first and last mile transportation solution



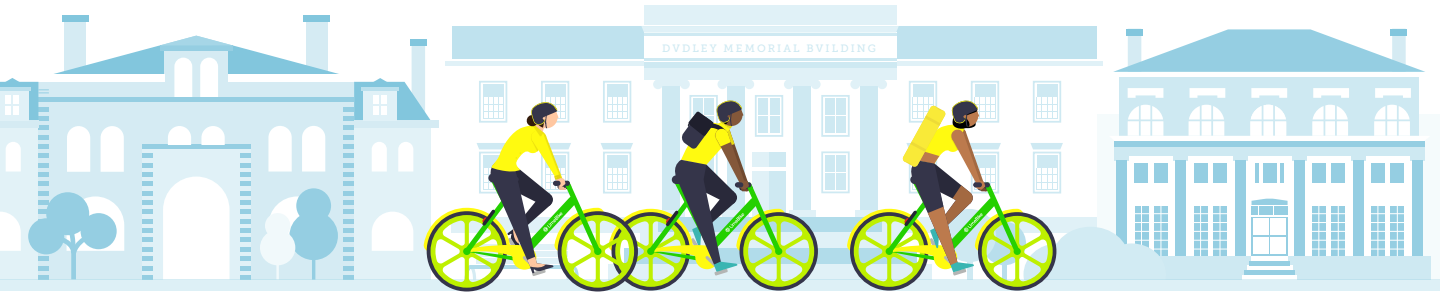
Boosting the Local Economy

Nearly **25%** of urban riders are using LimeBike to access popular shopping and entertainment districts.

This means more money being spent at local businesses around town

LimeBike in the USA

How LimeBike is impacting schools



Connecting the campus

Rides at college tend to be **30%** shorter than the national average, covering those all-important daily trips to class across campus.

Mobilizing students

Thanks to incentives like reduced fees, the number of trips per active student LimeBike rider is **54%** higher than the national average!

Building good habits

8 out of **10** college students who try LimeBike choose to use it repeatedly, meaning the large majority of students are making LimeBike a regular part of their lifestyle!



LimeBike in the USA

National adoption



1,000,000
rides in under 6 months

60%
national retention rate

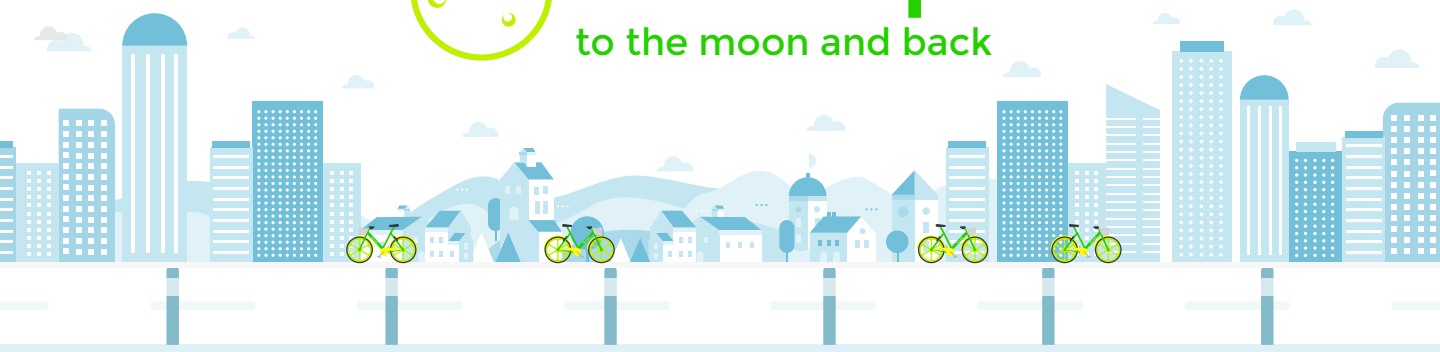
A large majority of first time LimeBike riders choose to make our dockless bike sharing service a regular part of their mobility lifestyle.

Average riding time is **7:25** min, covering **0.99 miles**

LimeBike is helping to solve first and last-mile transportation problems across the US

25+ laps
around the earth

1.5+ trips
to the moon and back



LimeBike in the USA

Making a difference

18,300,000
calories burned riding LimeBikes

17,100
gallons of gas saved

enough to fill

700
full-size SUV's

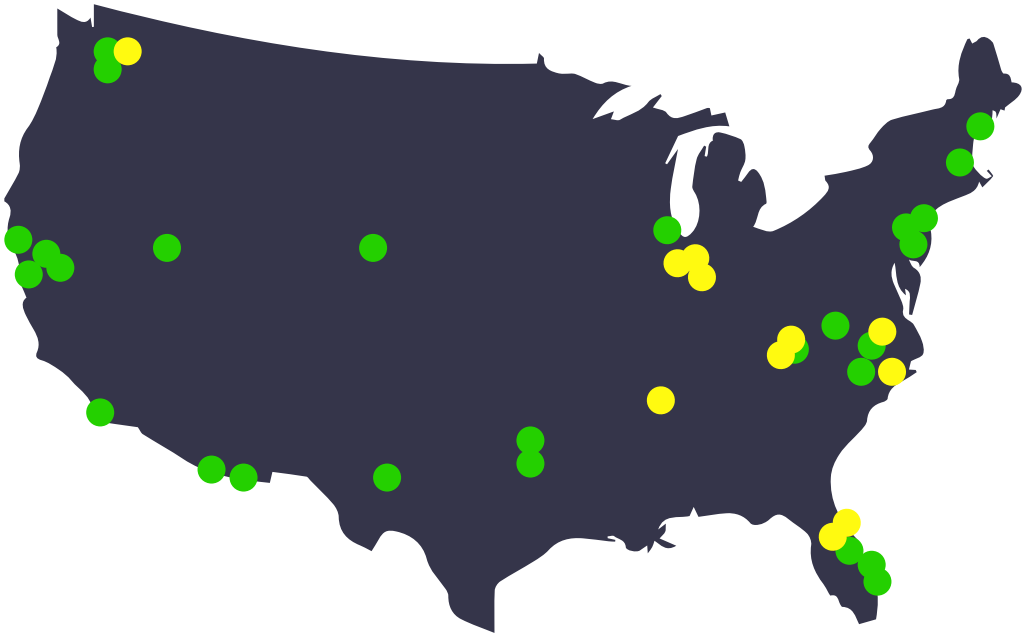
330,000
lbs of CO_2 saved

14,000
trees saved

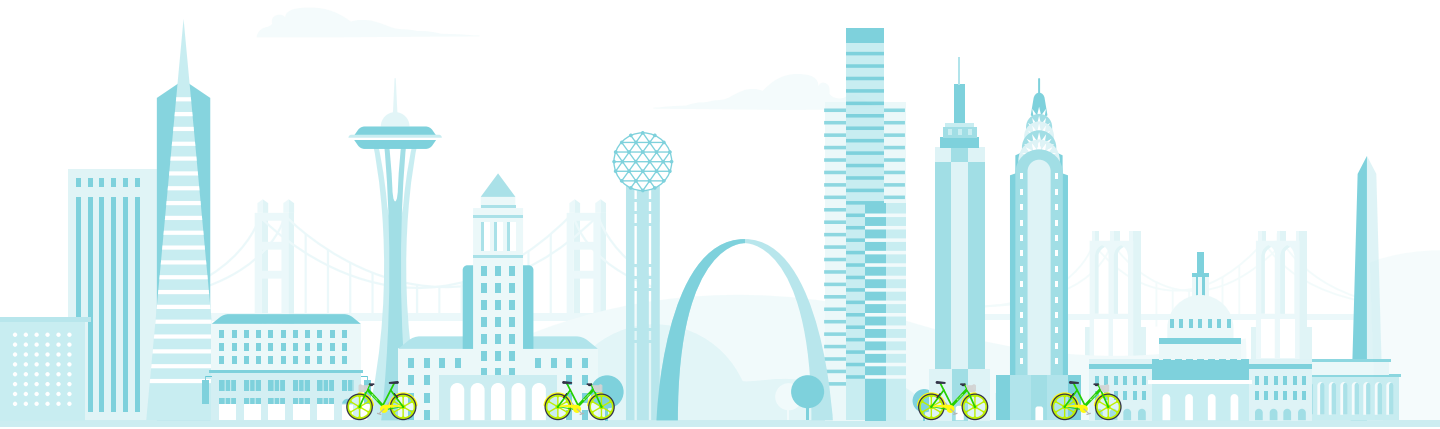
enough to fill

100
acres of forest

LimeBike in the USA



LimeBike is active in more than **30 markets** across the US, and has recently launched programs in Zurich, Switzerland and Frankfurt, Germany as well!



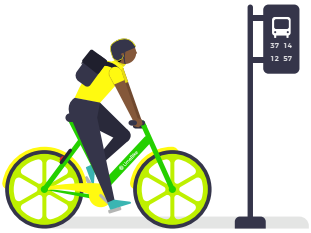
2 Seattle

Helping the Emerald City stay healthy and green



Seattle

Less traffic on Seattle roadways

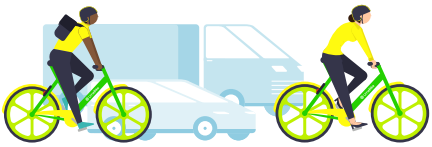


45% of all trips start or end near a public transit station

LimeBike is helping Seattle residents drive less and
access more public transportation!



103,000
active riders in 5 months

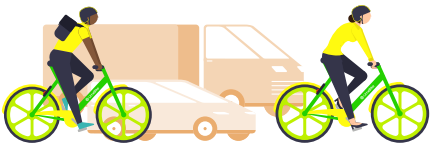


11%
of riders use LimeBike
during the morning rush hour

=



8%
of all rides



54%
of riders use LimeBike
during the evening rush hour

=



39%
of all rides





LimeBike is helping reduce
traffic on Seattle
roadways!

Average riding time is **7:30** min, covering **1 mile**

LimeBike is helping to solve first and last-mile transportation problems in Seattle!

Seattle

Helping the Emerald City stay green!

220,000
cumulative miles ridden

equivalent to

9 laps
around the earth

6,600,000
calories burned riding LimeBikes

equivalent to

12,000
Big Macs

119,000
lbs of CO2 saved

4,800
trees saved

Seattle

Community shoutouts

"I've got 87 LimeBike rides to date. Maybe I'll hit 100 before the end of the year??"

- Joe Laubach, Facebook





"In Seattle today! Love seeing Lime Bike here too!!!"

- Laura Key, Facebook

"@limebike thanks for a great tour of Seattle. You were so easy to use for a one day visitor. Please come to NYC!"

- Marco Ramius, Twitter





"This is my season 3 audition @strangerthingstv"

- Caleb Ellington, Instagram

"I should rent one of these bikes and pedal along the shoreline."

- Bekah, Instagram



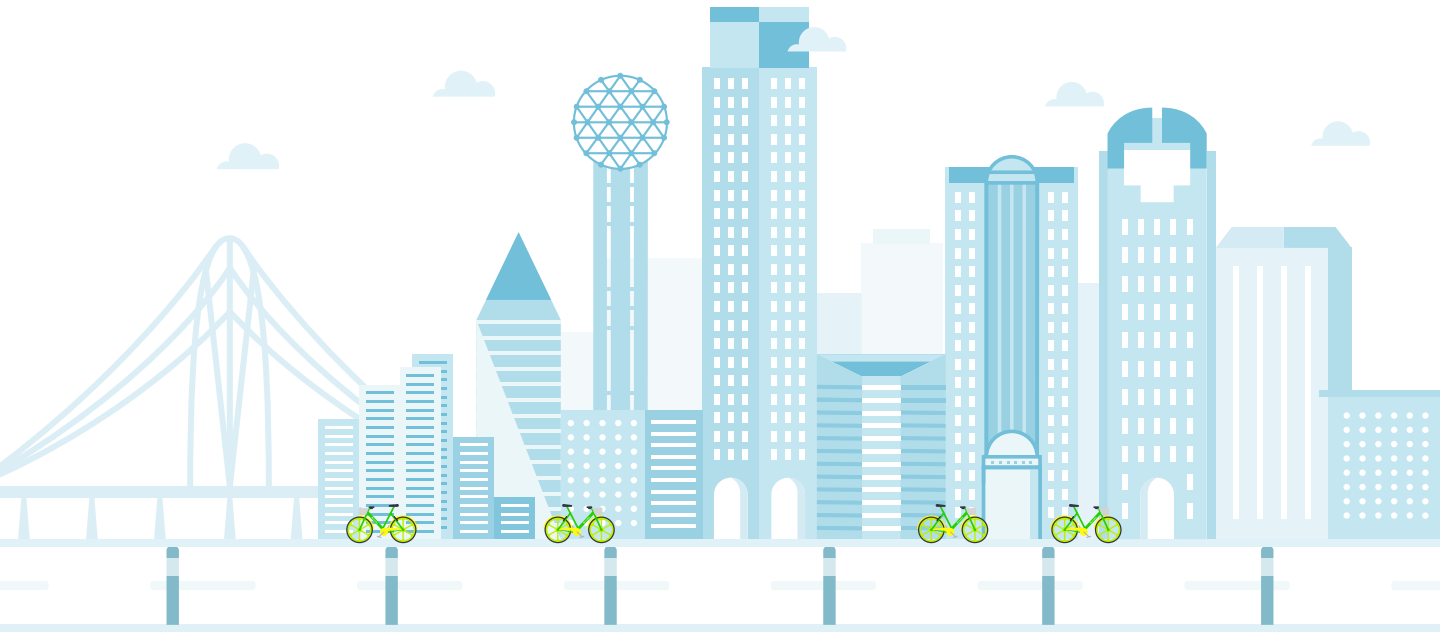


"Seattle was perfect, ate clam chowder, went to the Space Needle and Pike Place Market but this kid is going back to Cali!"

- Vonte, Instagram

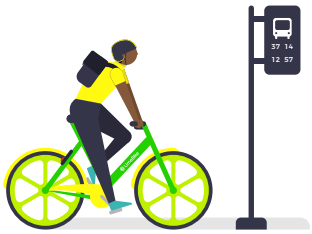
3 Dallas

Connecting the Big D from Deep Ellum to Oak Cliff



Dallas

Less traffic on Dallas roadways

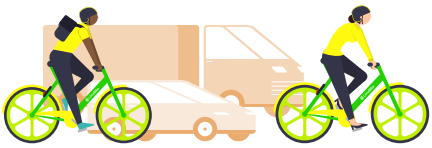


20% of all trips start or end near a public transit station

LimeBike is helping Dallas residents drive less and
access more public transportation!



45,000
active riders in 4 months



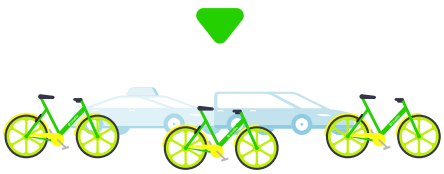
51%
of riders use LimeBike
during the evening rush hour

=



39%
of all rides





LimeBike is helping reduce
traffic on Dallas roadways!

Average riding time is **9:45** min, covering **1.3 miles**
LimeBike is helping to solve first and last-mile transportation problems in Dallas

And Dallas rides
longer than any other LimeBike community!

Dallas

Helping the Big D stay green!

105,000
cumulative miles ridden

equivalent to

4.2 laps
around the earth

3,150,000
calories burned riding LimeBikes

equivalent to

5,600
Big Macs

57,000
lbs of CO2 saved

2,300
trees saved

Dallas

Community shoutouts

"Its convenient because you don't have to find a station to park it to end your ride. Everything is done with the app!"

- Hillary Nicole, Facebook





"These are the best bikes to rent, the bikes are great quality and the app works really well."

- JD Sessler, Facebook

"So now at the fabulous age of 42 I'll be learning how to ride this damn LimeBike!"

- Nicole Gordon, Facebook





"Fun with bike rigging in #dallastexas around pedestrian bridge, and exploring and shooting #bishopartsdistrict"

- Alessandro Rafanelli, Instagram

"The only way dancers ride around the city! @limebike"

- Shawn Lawson, Instagram





"Sure let's ride bikes downtown #limebike"

- Priscilla Valdez, Instagram

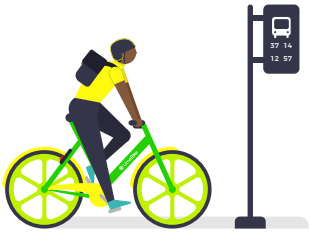
4 South Bend

Improving mobility for students and residents



South Bend

Less traffic on South Bend roadways

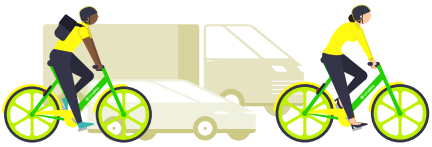


11% of all trips start or end near a public transit station

LimeBike is helping South Bend residents drive less and **access more public transportation!**



27,000
active riders in 5 months

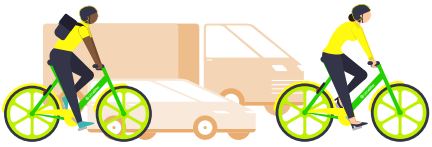


45%
of riders use LimeBike during their lunch break

=



21%
of all rides



48%
of riders use LimeBike during the evening rush hour

=



22%
of all rides





LimeBike is helping reduce traffic on South Bend roadways!

Average riding time is **5:50** min, covering **0.8 miles**

LimeBike is helping to solve first and last-mile transportation problems in South Bend!

South Bend

Helping South Bend stay green!

85,000
cumulative miles ridden

equivalent to

3.5 laps
around the earth

2,600,000
calories burned riding LimeBikes

equivalent to

4,500
Big Macs

46,000
lbs of CO2 saved

1,900
trees saved

South Bend

Community shoutouts

"Great new option for getting around our community."

- Ken Lewton, Instagram



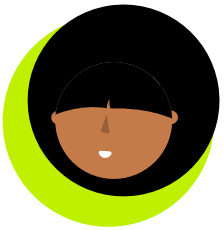


"Nothing like some lunchtime cardio on a cooler August day!"

- Rachel O, Instagram

"I'm fascinated by the places I see Lime Bikes hanging out around town!"

- Heather Schmitt-Gonzalez, Instagram





"Doing my share... parking my car at 11am and rode a bike to three different locations #LimeBike"

- Sam Centellas, Twitter

"Having some Halloween fun @Anthony-Travel, we dressed as @LimeBike"

- Cathy Hall, Twitter



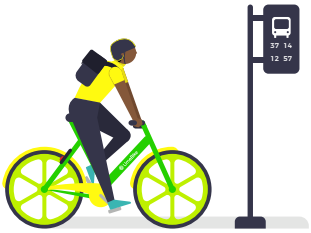
5 Washington D.C.

Breaking up urban gridlock on Capitol Hill



Washington D.C.

Less traffic on Washington D.C. roadways

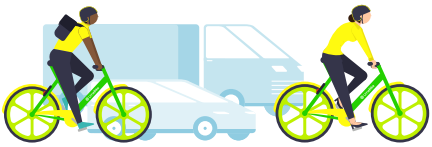


50% of all trips start or end near a public transit station

LimeBike is helping D.C. residents drive less and
access more public transportation!



16,600
active riders in 3 months

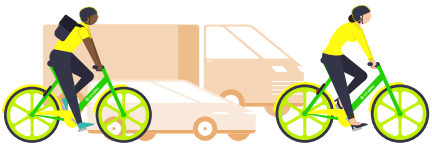


33%
of riders use LimeBike
during the morning rush hour

=



20%
of all rides



57%
of riders use LimeBike
during the evening rush hour

=



39%
of all rides





LimeBike is helping reduce
traffic on Washington DC
roadways!

Average riding time is **8:30** min, covering **1.1 miles**

LimeBike is helping to solve first and last-mile transportation problems in D.C.

Washington D.C.

Helping our nation's capital stay green!

36,000
cumulative miles ridden

equivalent to

1.5 laps
around the earth

1,100,000
calories burned riding LimeBikes

equivalent to

2,000
Big Macs

19,500
lbs of CO2 saved

800
trees saved

Washington D.C.

Community shoutouts

"Best way to zip around DC between meetings and enjoy the beautiful fall weather? Hop on a @limebike"

- Elizabeth Stockton, Twitter





"I've taken @LimeBike a few times this week to save time on my 20 min walk to the metro. It's great!"

- Victoria Chamberlin, Twitter

"Why join an expensive cycling class when you can ride a @limebike for $1?" Ayee!!!

- Ivo Johnson, Instagram





"Loving the limebike's in town, went on my first ride today :) oh yeah be nice to them!"

- Chloe Slingluff, Instagram

"enJOY!! With cool, fall days come great days to bike ride @limebike with a great cup of @mcdonalds coffee!"

- Joy, Instagram



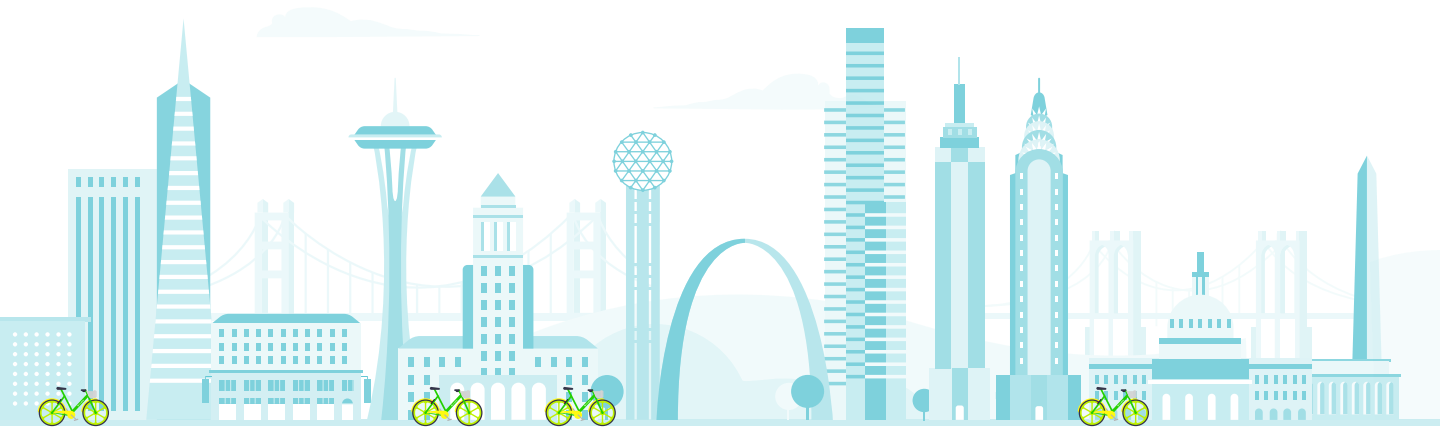


"Spotted a @limebike in front of my place. Looking forward to my first ride."

- Sabrina, Instagram

6 LimeBike Across America

Our growing community by the numbers



Los Angeles

Council District 15



5,000
active riders in 1 month

Average riding time is **8:00** min, covering **1.06 miles**

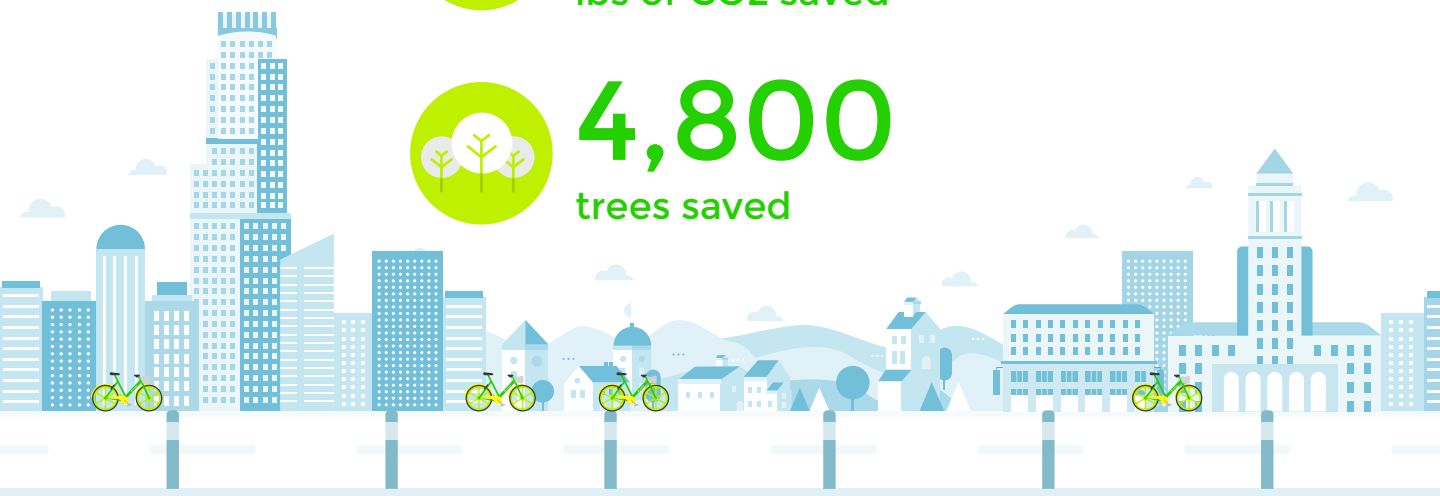
LimeBike is helping to solve first and last-mile transportation problems in Los Angeles!

7,700
cumulative miles ridden

230,000
calories burned

4,150
lbs of CO2 saved

4,800
trees saved



Miami

Miami Shores/North Bay Village/Key Biscayne



8,100
active riders in 6 months

Average riding time is **7:40** min, covering **1.02 miles**

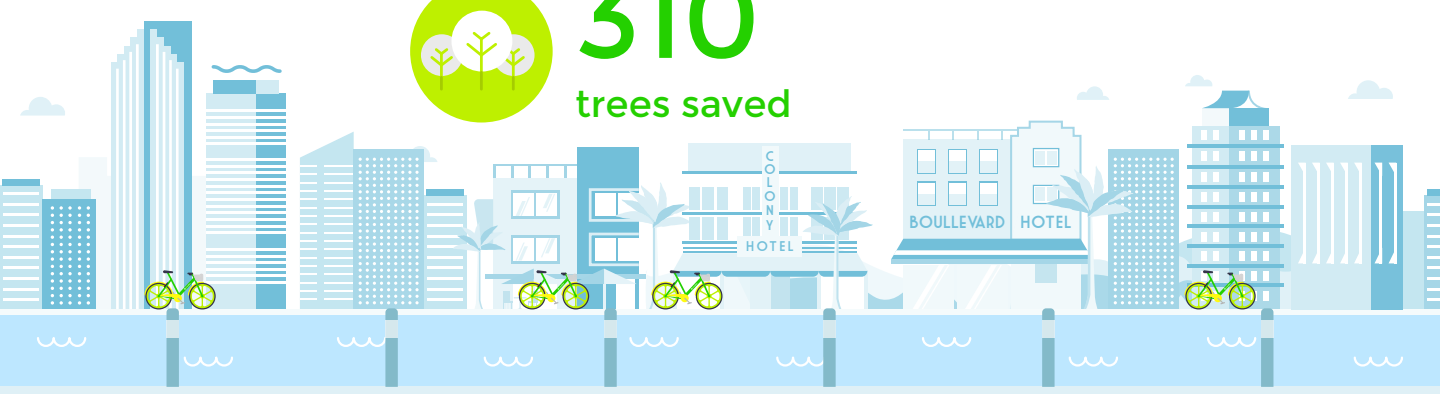
LimeBike is helping to solve first and last-mile transportation problems in Miami!

13,750
cumulative miles ridden

411,300
calories burned

7,425
lbs of CO2 saved

310
trees saved



Boston

Malden/Boston Metro Area



2,291
active riders in 2 months

Average riding time is **6:93** min, covering **0.92 miles**

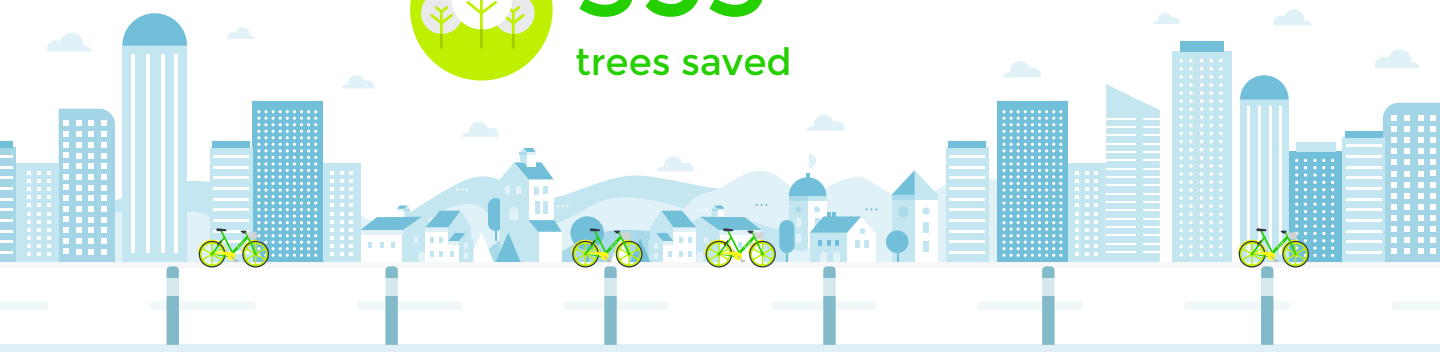
LimeBike is helping to solve first and last-mile transportation problems in Boston!

3,847
cumulative miles ridden

115,414
calories burned

2,018
lbs of CO2 saved

353
trees saved



San Diego

Imperial Beach/National City



8,500
active riders in 3 months

Average riding time is **7:45** min, covering **1.04 miles**

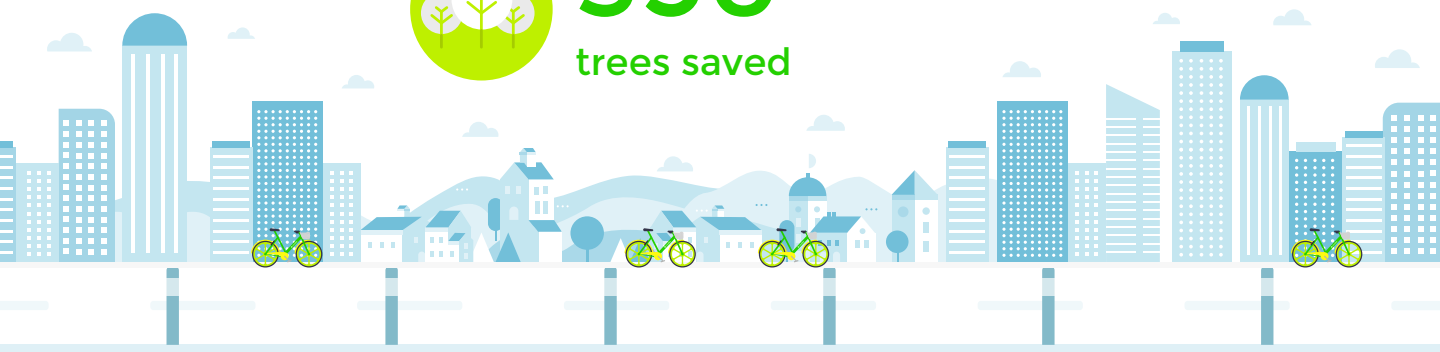
LimeBike is helping to solve first and last-mile transportation problems in San Diego!

15,900
cumulative miles ridden

480,000
calories burned

8,600
lbs of CO2 saved

350
trees saved



Denver

Aurora



2,950
active riders in 2 months

Average riding time is **8:20** min, covering **1.10 miles**

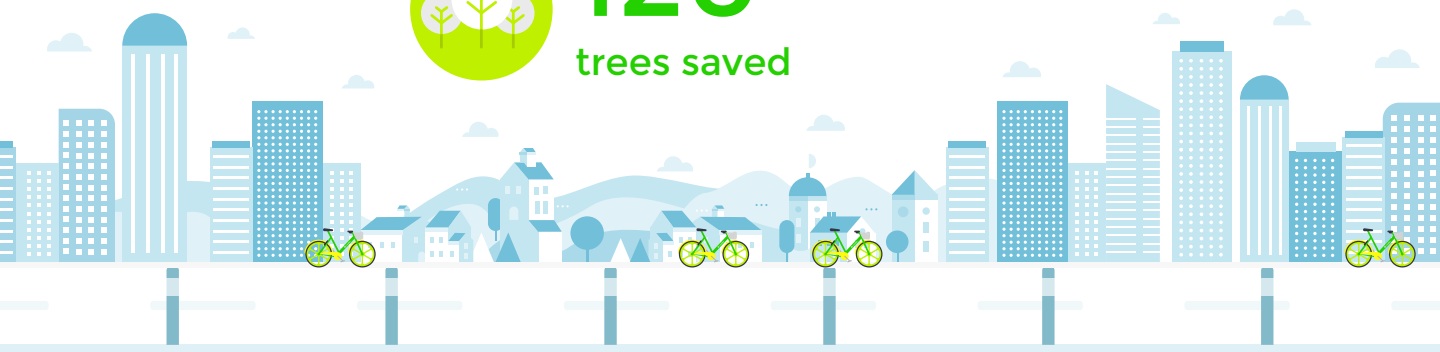
LimeBike is helping to solve first and last-mile transportation problems in Denver!

5,300
cumulative miles ridden

160,000
calories burned

2,900
lbs of CO2 saved

120
trees saved



Phoenix

Scottsdale



3,600
active riders in 1 month

Average riding time is **9:45** min, covering **1.30 miles**

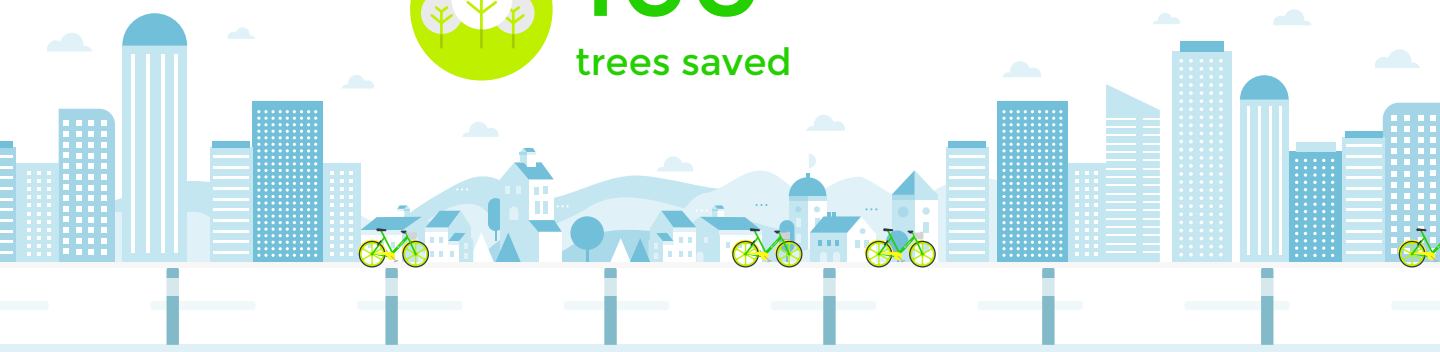
LimeBike is helping to solve first and last-mile transportation problems in Phoenix!

7,100
cumulative miles ridden

212,000
calories burned

3,825
lbs of CO2 saved

160
trees saved



Charlotte



2,175
active riders in 1 month

Average riding time is **8:30** min, covering **1.13 miles**

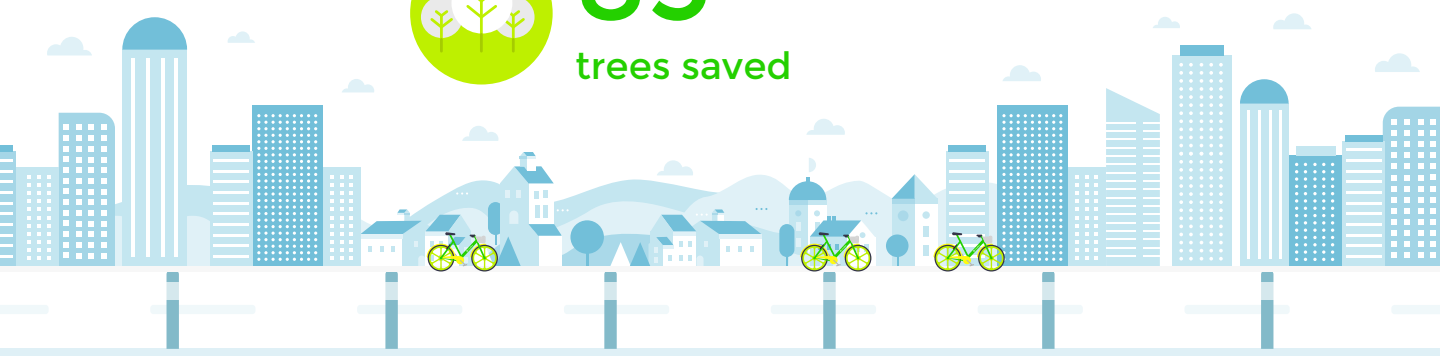
LimeBike is helping to solve first and last-mile transportation problems in Charlotte!

3,800
cumulative miles ridden

131,200
calories burned

2,100
lbs of CO2 saved

85
trees saved



Raleigh/Durham/Greensboro



28,000
active riders in 6 months

Average riding time is **5:55** min, covering **0.79 miles**

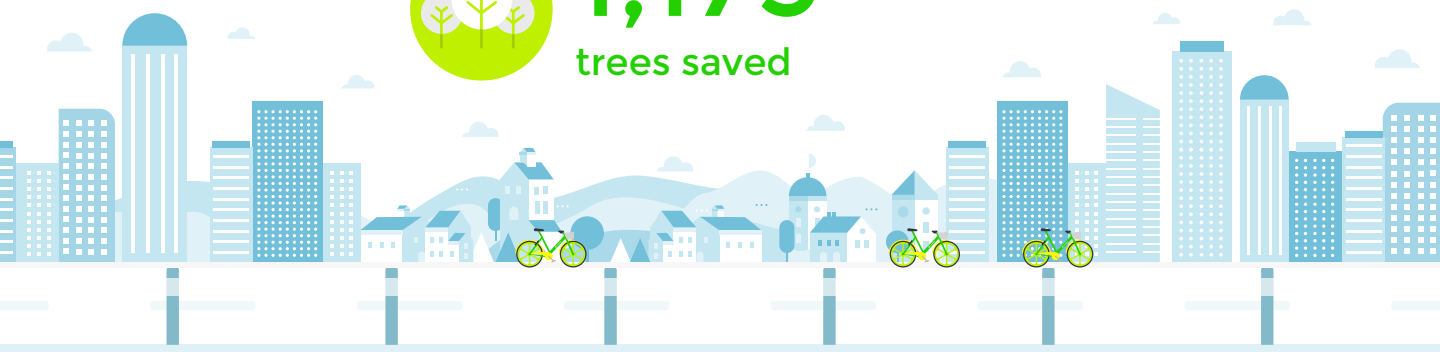
LimeBike is helping to solve first and last-mile transportation problems in the North Carolina!

53,300
cumulative miles ridden

1,600,000
calories burned

28,900
lbs of CO2 saved

1,175
trees saved



Jonesboro

Arkansas State University



3,600
active riders in 2 months

Average riding time is **4:30** min, covering **0.60 miles**

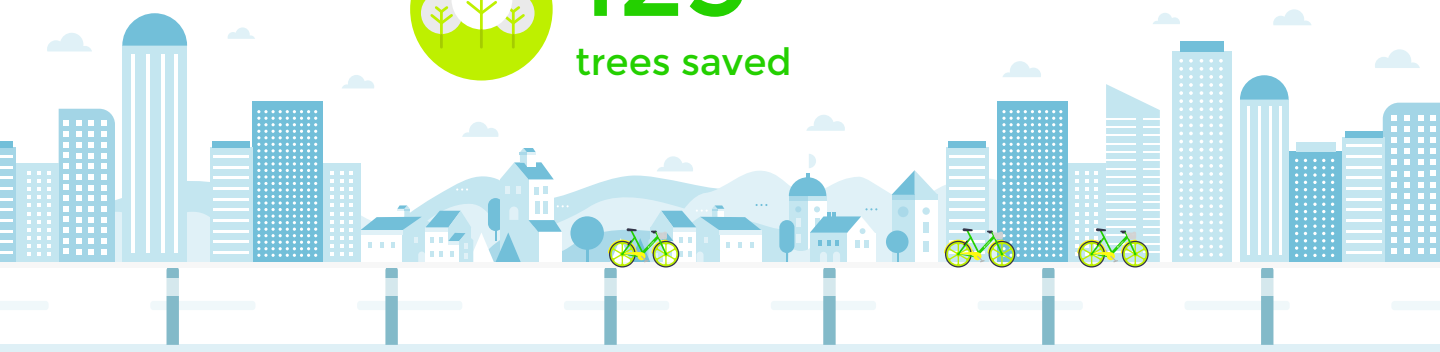
LimeBike is helping to solve first and last-mile transportation problems in the Jonesboro!

5,500
cumulative miles ridden

164,200
calories burned

3,000
lbs of CO2 saved

125
trees saved



Bay Area

Alameda/South San Francisco



22,250
active riders in 4 months

Average riding time is **7:20** min, covering **0.98 miles**

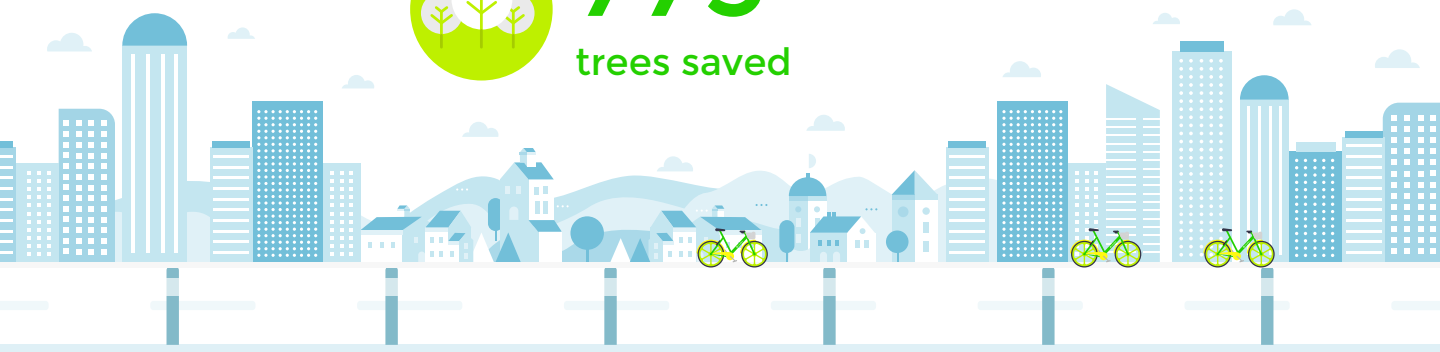
LimeBike is helping to solve first and last-mile transportation problems in the Bay Area!

35,200
cumulative miles ridden

1,100,000
calories burned

19,100
lbs of CO2 saved

775
trees saved



LimeBike

At LimeBike, our goal is to deliver smart mobility solutions to communities across the country and around the world. We're amazed by what our community has been able to accomplish in just six short months, and we couldn't be more excited to discover what next year has in store!

To join the urban transportation revolution, click here and vote to bring the US leader in dockless bike sharing to your city!

