



Bixi: the world discovers montréal's daring and creativity!

In a very short space of time, BIXI has made its way around the globe, creating a very favourable impression wherever it goes. Tens of millions of people now know that a major innovation in active urban transit was designed in Montréal, city of creativity.

The ingredients of this success are as follows:

► *TIME Magazine* published its list of the best inventions of 2008. The magazine has a readership of close to 25 million for each issue and 32.5 million Web readers annually. All these people now know that BIXI, number 19 on its list of the year's best inventions, is the fruit of Montréal's daring and creativity.

- New York and other North American and European cities are very interested in Montréal's new self-serve bike system (yellow BIXIs for New York? Why not?).
- Rio Tinto Alcan, one of the leading players in the Quebec economy and a global company, is the key sponsor for the new concept.
- Montréal and the Saguenay–Lac St-Jean region worked together to design and produce the world's best self-serve bicycle.
- Montréal designer Michel Dallaire worked to a very tight deadline, combining his artistic talents and science, to come up with this revolutionary bicycle.

This is a shining example of the best of what Montréal is doing today. Not only does BIXI have tremendous potential, but the fact that it made *TIME Magazine's* list of the best inventions of 2008 is a fabulous achievement. BIXI should be a source of great pride for our community as well as a source of inspiration, showcasing our creativity and Montréal's status as a UNESCO city of design.



Moreover, BIXI embodies the vision the city put forward in its new *Reinventing Montréal* transportation plan and a concrete initiative in line with one of our community's main values: a commitment to sustainable development. It offers Montrealers and our 14 million annual visitors (including 7.8 million tourists) a decidedly modern way of exploring our city.

BIXI embodies the vision the city put forward in its *Reinventing Montréal* transportation plan. BIXI is much more than a bicycle. In less than a year, BIXI has become one of the best ambassadors of our new values and our plans to transform our city and offer an upgraded environment, new quality of life for Montrealers and the people we want to convince to come here to play, live or invest. BIXI offers Montrealers and our 14 million annual visitors (including 7.8 million tourists) a decidedly modern way of exploring our city.

About BIXI

- ▶ City of Montréal self-serve bike program – the name is a combination of Bicycle and taXI – starting in spring 2009
- ▶ 2,400 bicycles available to Montrealers and tourists at 300 stations in the Plateau Mont-Royal, Rosemont–La Petite Patrie, Outremont, Villeray–St-Michel–Parc Extension and Sud-Ouest boroughs
- ▶ Managed by: Stationnement de Montréal
- ▶ Industrial design: Michel Dallaire
- ▶ Prototypes: Cycles Devinci
- ▶ Key sponsor: Rio Tinto Alcan
- ▶ Revolutionary “drop’n go” modular system
- ▶ Operation using proven Internet technology and solar energy
- ▶ Seven design patents pending

For a full list of the year's best inventions, go to *TIME Magazine* website:

www.time.com/time/specials/packages/article/0,28804,1852747_1854195_1854146,00.html

The best inventions of The Year

From a genetic testing service to an invisibility cloak to an ingenious public bike system to the world's first moving skyscraper - here are TIME's picks for the top innovations of 2008.

