Bike Rio and the Urban Landscapes

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TOTAL AREA: 1,224,6km²

GREEN AREA: 384,4km²  31,4%
URBANIZED:  595,1km²  48,6%
AGRICULTURE:  39,5%  32%
FAVELAS:  46,1km²  3,8%
INDUSTRIAL:  29,7km²  2,4%

DataRio

POPULATION
6,32 million people

Map of Rio de Janeiro

Sugar Loaf
Mountains Tijuca Forest
BARRA da Tijuca
PORT Zone
GUANABARA Bay
Tijuca Forest
NORTH Zone
SOUTH Zone

WEST Zone

70 km

Atlantic Ocean
Map of Rio de Janeiro:
- Atlantic Ocean
- Guanabara Bay
- Sugar Loaf
- Tijuca Forest
- BARRA da Tijuca
- NORTH Zone
- WEST Zone
- SOUTH Zone
- Mountains
- PORT Zone
- Map of Rio de Janeiro
In 2012, Rio received from UNESCO the title for a selection of the Landscape Shaped by Man Between the Mountain and the Sea.
Flamengo Park
1965
7km extension
1,300m²
Copacabana Water Front
ROBERTO BURLE MARX

After 1970

The avenue became a 30m sidewalk
RIO ORLA
OCEAN BEACHES WATERFRONT GREAT REQUALIFICATION
1992
BIKE LANES WERE BUILT
PARADIGMATIC INTERVENTION
SEA BORDER FOR PEOPLE
COSTAL AVENUES CLOSED FOR CARS

Rio 92

CYCLING FOR HAPPINESS & QUALITY OF LIFE
HAPPINESS AND QUALITY OF LIFE BROADENS THE IDEA OF
HEALTH TO INCLUDE MENTAL, PHYSICAL,
AS WELL AS ENVIRONMENTAL HEALTH

Parque do Flamengo

Junto à orla as pistas são interditadas aos domingos e feriados das 7h às 19h

Av. Atlântica-Copacabana  Av. Vieira Souto-Ipanema  Av. Delfim Moreira-Leblon

fotos: Custodio Coimbra / O Globo
PRAÇA MAUÁ
RECONQUERED LANDSCAPE
BOULEVARD 3.5 km

ANOTHER PARADIGMATIC INTERVENTION
VIADUCT PERIMETRAL_ THE FALL OF A SYMBOL
BIKE PATHS
Ciclovias Cariocas

2008 _ 150 km
2012 _ 300 km +100%
2016 _ 450 km +50%
BIKE SHARING PUBLIC SYSTEM
1st Generation
19 STATIONS SOUTH ZONE

Mayor Cesar Maia Launched
December 11th, 2008 COPACABANA
**BIDDING MODALITY** | Face to face Bid | June 24, 2008
**PREGÃO PRESENCIAL**

**WINNING COMPANY** | SERTTEL Ltda. Recife, single gift

**OBJECT OF THE AGREEMENT** | Advertising Exploitation with Service Charge of Bicycle Rental Service in the City of Rio de Janeiro, encompassing its design, development, manufacture, supply, operation, administration and maintenance.

**TERM** | 5 YEARS
Gross annual turnover of the contract | 10%

The estimated value of gross sales for the period of 5 years with the advertising placement: R$12,870,000.00

**PILOT SYSTEM**
INTEGRATED TO THE PUBLIC TRANSPORT SYSTEM

50 STATIONS  10-20 BIKES
FIRST BIKE SHARING SYSTEM IN SOUTH HEMISPHERE

2008_2010

ADVERTISING DISPLAY
0,42 m² per bike
(2x 0,21 m²)
SYSTEM STARTED:
> Solar energy
> Inteligent stations connected
> Smartphones APP release bikes

Obs.: A través do celular o usuário pode consultar o saldo e verificar a estação mais próxima a qualquer momento.
2nd Model
19 STATIONS RENEWED
SAME CONTRACT
NEW INVESTMENTS NO PARTNERS

Environment Secretary Carlos Muniz
Launched March 21th, 2010 in Ipanema
2nd Generation  Partner: ITAU  Operador: Serttel

60 STATIONS

RELAUNCHED WITH A SPONSOR

> BETTER TECHNOLOGY
> STRONG MARKETING STRATEGY + COLOR

Mayor Eduardo Paes launched, October 28th, 2011
3rd Generation   Partner: ITAU   Operador: Serttel
NEW CONTRACT   Operando: Serttel
ENLARGEMENT of the SYSTEM   260 Stations_2600 Bikes
SPONSOR’S IMAGE MOVING THROUGH CARIOCA LANDSCAPES
> SUSTAINABLE CITY > ACTIVE MOBILITY
EXCELLENT INVESTMENT RETURN   USERS SATISFIED if system works
TEMBCICI bought the rights from SERTTEL

CONTRACT RENOVATION
September 27th, 2017
Bike Rio + Banco Itaú + Rio de Janeiro

FOR THE EXTENSION OF THE CONCESSION  R$ 17,5 millions

TIME: 5 YEARS SERVICE
2018_ 2022

4th Generation
PROJECT and MANAGEMENT

- STATIONS INSTALLATION is on going
- INDIVIDUAL TECHNICAL ANALYSES
- STATIONS on PARKING PLACES
- PROTECTED HERITAGE RESTRICTIONS
260 STATIONS _ 2600 BIKES

South Zone, Tijuca, Center and Barra da Tijuca

BikeRio May 18 127 STATIONS 235,518 TRIPS
BikeSP PoA Salvador 257 STATIONS 206,189 TRIPS

Challenge to spread the service with quality
Carioca Landscape is the city’s highest asset
Thank you