tembici.
onde estamos.

33 proyectos.

16 ciudades.

3,5 millones de usuarios.

314 empleados.
the bicycle economy in Brazil.

- **24,951** direct and formal jobs.
- **R$ 1,200,695,380** total of investment in the implementation of cycling infrastructure in Brazilian capitals.
- **R$ 12,831,68** average annual budget savings of a family in which at least one of the members changed the car by bicycle.
- **3 thousand km** is the extension sum of bicycle lanes established in the Brazilian capitals.
- **4%** of all trips in Brazil are made by bicycle.

**55** cycle activism associations

**72%** since 2010

**90,57%** southeastern Brazil

*(A economia da bicicleta no brasil) aliância bike and labmob (ufrj)*
financial sources.

government.

sponsorship and advertising.

users.
financial sources.

70% government.

30% sponsorship and advertising.

users.

make the sponsorship possible!
behind the scenes...
bike share system.

- **capex.**
  - hardware & software

- **operation process.**
  - preventive, conservation, correction, logistic, etc.

- **communication**
  - advertising, customer experience, call center

- **administrative.**
bike share system operation.

- general manager
- local manager
- coord./supervisor
- stockists
- general assistant
- conservation technique
- station technique (external)
- station technique (internal)
- maintenance leader
- mechanic
- logistic leader
- transporter
- restockers
15 administrative areas.
bicycle production.

internalize production to lower total cost.
densification.

• reassessment of all station sites;
• stations in a denser system facilitate the use;
• one station every 500m away, maximum;

“walkable spacing between stations is the key to a successful and affordable bicycle sharing system”

nacto/abril 2015
densification.

+ quality
+ customer experience =

- reassessment of all station sites;
- station layout and bike system facilitate the use;
- one station every 500m away, maximum;

"walkable spacing between stations is the key to a successful and affordable bicycle sharing system"
densification.

• reassessment of all station sites;
• stations and bike system facilitate the use;
• one station every 500m away, maximum

“walkable spacing between stations is the key to a successful and affordable bicycle sharing system.”

+ quality
+ customer experience =

+ trips!
densification.

+ quality  
+ customer experience =  

walkable spacing between stations is the key to a successful and affordable bicycle sharing system.

better for the users  
better for the sponsor  
better for the operator
obrigad@!

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