60% OF ALL TRIPS IN BENGALURU CITY ARE WORK COMMUTES
TAG-LINES FOR CARS

ONE LIFE. MANY LIVES.
YOU HAVE ARRIVED. BUT YOU STILL HAVE PLACES TO GO.

COMMAND THE ROAD. AND ALL THE ATTENTION.
WHEN YOU WANT TO FLAUNT!

THE NEW DRESS CODE FOR INDIAN ROADS.

FOR EXPERIENCES LARGER THAN LIFE.

CAPTURE LIFESTYLE

Light up your life with a sedan like no other.

MONEY TO BURN BUT THE GOOD SENSE NOT TO.

NO CARBON FIBRE. JUST CARBON DATING.
#CYCLETOWORK

Incentivise more work trips
GLOBAL SUMMARY

<table>
<thead>
<tr>
<th></th>
<th>Bicycle</th>
<th>2-Way</th>
<th>Distance (km)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>880</td>
<td>22184</td>
<td>195075</td>
</tr>
</tbody>
</table>

**THE LEADERBOARD**

1. **BOSCH - BENGALURU**
   - Riders: 169
   - Trips: 2207
   - Distance: 22913 km
   - Share: 1%

2. **QUALCOMM - BENGALURU**
   - Riders: 115
   - Trips: 2586
   - Distance: 16535 km
   - Share: 3%

3. **CISCO SYSTEMS INDIA - CESSNA**
   - Riders: 80
   - Trips: 1374
   - Distance: 8216 km
   - Share: 1%

**Bicycle mode share**
REGISTER ON HTTPS://CYCLETO.WORK AND CONNECT TO STRAVA
BECOME AN AMBASSADOR FOR YOUR COMPANY
RECRUIT FRIENDS, COLLEAGUES AND MANAGEMENT INTERFACE
4 TRACK YOUR WORK RIDE ON STRAVA
CHECK THE LEADERBOARD TO SEE HOW YOUR COMPANY IS DOING
1833 COMPANIES REGISTERED
NEW RIDERS SIGNING UP EVERYDAY
SAFETY ON THE ROADS

HEALTH
OVER 3K PEDAL FOR SAFER ROADS

Participants at the event organised by Citizens for Sustainability in Bengaluru on Sunday.

EXPRESS NEWS SERVICE

MORE than 3,000 cyclists gathered at Cubbon Park on Sunday, urging motorists to ride safely on city roads. The event was organised by Citizens for Sustainability in association with various government departments.

“It marked the launch of a year-long campaign called #ABetterBangalorean, which will spread the message of safety of cyclists among motorists,” said the Bicycle Mayor of Bengaluru, Sathy Sankaran.

The quarterly ‘Cycle to work’ awards were distributed to top performers—Qualcomm, Bosch and Cisco. The Rising Star award went to Jumper.

Additional Chief Secretary Mahendra Jain on the occasion said, “The state government is promoting use of bicycles and public transport vehicles in the city. We have allotted more than ₹30 crore in the budget for cycling lanes and over ₹200 crore for improving footpaths to make sure that the city roads are friendly to walkers and cyclists.”
#KEEPMESAFE

1. Mark incident

2. Write about it

---

**Summy Sumanth** at Bengaluru

Was about to hit by a signal jumping cab near St.Johns circle... and cab driver’s response ‘Slow hogidu nin thappu’! This is just one of the smallest incidents. If I go on and write all the road rages I’ve been in, this section would be like my personal blog, seriously people should learn how to drive and respect and show concern cyclists, if not concern they should at least follow road rules.

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**Rohit Chandrashekhkar** at Bengaluru

Old airport road : near Manipal hospital, an Auto rickshaw cut me and took a left. Hit him hard and had a fall. Picked up my things and caught up with the auto that was trying hit and run. Driver claims that his auto didn even touch me. Sad that no pedestrian was interest to help out when I was down on the street.

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**Rohit Chandrashekhkar** at Bengaluru

Jp Nagar 6th phase, near nandini Hotel : Road rage display by motorist (two wheeler) who thinks the roads are not for bicycles. Yelled at me to ride within the white line near the footpath. A small argument and a lot of rage.
Directorate of Urban Land Transport

Bangalore Metro Rail Corporation

Urban Development Department

Consul General Of Netherlands

Consul General Of Switzerland

Karnataka State Reserve Police
Citizen campaigns such as the ‘CycleToWork’ crusade are doing a lot to encourage cycling. Using a website to enroll and advise cyclists, several organisations across Bengaluru use the ‘CycleToWork’ network to track cycling effort through GPS data. Riders who work to start the app before beginning their ride and stop it after reaching their workplace to record the distance.

Companies compete to promote cycling using data that gets aggregated on a website. Participants are delighted to cut expenses while getting a workout and reducing their carbon footprint, even celebrate the ‘World Bicycle Day’!

Trends in the transportation sector are changing rapidly and though two-wheelers, cars and buses dominate today’s roads, the horrid traffic is forcing people to re-look at commuting in the future.

Rashed Kappan

BENGALURU: Durin...
You can start in your city now

SIGN UP
MOU
OCT 2018

Maud DeVries
Amsterdam

Areli Carreon
Mexico City

Sathya Sankaran
Bengaluru
CYCLE TO WORK

100 CITIES BY 2020

BYCS to Work
SATHYA SANKARAN

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