

Press release
Helsinki, Montpellier (France), 2nd of May 2016

CityBikeFinland launches its bike-sharing system in Helsinki with smart bikes designed with love by Smooove, a french company.

- The first 500 bikes will be available to hire in Helsinki streets from Monday the 2nd of may, a total of 1500 bikes will be available by summer 2017
- Those bikes aren't just bikes; they are smart bikes designed by Smooove, a french company, a worldwide leader in bike-sharing system.
- CitybikeFinland/Smooove will be part of the official inauguration taking place in Narinkka square @14.30 am today in Helsinki.

Nothing will be the same in Helsinki capital as from today, the citizens will be able to bikeshare with style thanks to a french company, Smooove that created a smart bike-sharing system run by CityBikeFinland. A great choice made by Helsinki city (HKL and HKL) for its citizens !

Smooove is a French company created in 2008 to design, manufacture, install and provide the maintenance of bike-share systems for cities. Thanks to its team of engineers Smooove has developed an innovative smart bike that has seduced 12 cities in France and 11 cities abroad as **Moscow, Astana, Malacca, Bangkok, Vancouver, Chicago Park...**

"We are very proud to equip the Finnish capital with our bike-sharing system. By summer 2017, the 600 000 Helsinki Citizens will enjoy not less than 1500 bikes in the city center and ride one of the best smart bike in the world thanks to our Smooove box technology! Laurent Mercat, Smooove CEO.



The "Smooove Box" is the heart of the Smooove solution. Unlike its main competitors, the communicating technology is embedded directly in the bikes, which are self-powered (thanks to a dynamo), wireless, and are not requiring civil engineering (thanks to solar-powered stations). This revolution simplifies user access, facilitates the deployment of stations, and allows great flexibility in the operation of the projects.

The Smooove Box of the bike allows to unlock the bike directly ! by scanning your transport card or entering a pin code ☺

Smoove, a French family start-up that is expanding abroad

Smoove is a beautiful story that begins in 2008 when three brothers, who shared a passion for cycling, decided to pool their talents to create some ingenious patents, and produce a bike-share solution that was simple, secure and effective, and able to compete with the Parisian “Vélib”. Launched as a family start-up, the company first conquered cities in France before expanding abroad by equipping world capitals such as Moscow in Russia and Astana in Kazakhstan. Demand increased worldwide, including in Asia, America and the Middle East...

Smart bikes, Internet of Things (IoT), green technologies, solar and self-powered energy sources, costs effectiveness, easy to implant, Smoove is a worldwide bike-sharing specialist.

Always innovating, Smoove will unveil its **E-Bike** (electrically assisted shared-use bicycles) by the end of 2016, it will be shown **@ Transports Publics 2016, the European Mobility Exhibition, taking place in Paris 14-16th of June 2016 !**



Some key figures

- Since its inception in 2008, Smoove has equipped 22 cities, including 12 cities in France and 10 cities abroad in countries such as Canada, Russia, UK, Malaysia, Georgia, Kazakhstan and the US.
- Smoove currently runs over 715 bike stations, 8,800 shared-use bicycles, and 13,000 long-term rental bikes.
- A total of around **20 000 bikes !**

About Citybike Finland:

CityBikeFinland installs and maintains bike-sharing services on a daily basis. Moventia, Catalan company leader in public transport and mobility solutions, and Smoove, French company leader in bike sharing systems, joined efforts and capacities in order to provide the best bike sharing solution to the city of Helsinki, creating the joint-venture CityBikeFinland. The 10 years contract between CityBikeFinland and HKL was signed in December 2015.

About Moventia:

Moventia is a public transport group specialist since 1923. Based in Barcelona, it operates and maintains bus and tramway networks. Moventia transports more than 104 million passengers per year, with a fleet of 950 buses, 41 tramways and 2,750 employees. Moventia is adapting to new citizen mobility habits and develop its services through socially and environmentally sustainable and innovative technologies. www.moventia.es

About Smoove

Smoove, is a french company providing bike-sharing services to towns and cities. Smoove carries out all the research, development, design and patents internally, its headquarters is in St. Gély-du-Fesc / Montpellier (Languedoc) and its design and engineering department is in Chaponost/ Lyon (Rhône Valley). Smoove supplies: Montpellier, Belfort, Clermont-Ferrand, Strasbourg, Saint Etienne, Valence, Avignon, Lorient... in France and worldwide : Batumi (Georgia), Moscow (Russia), Astana (Kazakhstan), Mallaca (Malaysia), Bangkok, Chicago Park (USA), now Helsinki ! and et Vancouver this summer 2016 ! For more information about Smoove please visit: www.smoove-bike.com
 Follow Smoove on Twitter : **@Smoove_Off** @Imercat Facebook <https://www.facebook.com/SmooveSAS>

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