



NEWS RELEASE

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Mobike rolls into The Woodlands as first dockless bike-share program in Houston region

THE WOODLANDS, TEXAS (January 5, 2018) – Mobike, the world’s largest smart-bikeshare platform launched operations today in The Woodlands during a celebration event with Township leaders and the Township Board of Directors at Town Green Park. The launch follows the unanimous approval of a memorandum of understanding (MOU) between the company and The Woodlands Township. Mobike’s operation in the Township is Houston Metro’s first dockless bike-share program.

The Woodlands Township Chairman of the Board Gordy Bunch said a bike-share program makes great sense for The Woodlands. “The Woodlands is a health-conscious community and features many great outdoor activities for fitness with more than 200 miles of pathways and more than 130 parks,” he said. “There are so many great places to see and visit by bicycle. We’re pleased Mobike wants to launch its first concept in Texas right here in The Woodlands.”

Using custom-designed bikes equipped with GPS and smart-lock technology, Mobike enables users to find a bike nearby, reserve and unlock it, all using an app on their smartphone.

Users can download the Mobike app through the Apple App Store or the Google Play Store: <https://mobike.com/us/download>. Once in the app, users can sign up with their phone number and preferred method of payment. By clicking on the profile icon in the upper left corner, Mobike users in The Woodlands can get their first 3 rides for free by entering case sensitive promo code **TheWoodlands** under “My Coupons”. The cost to rent the bikes is \$1.00 per 30 minutes. To unlock the bike, users can scan the QR code on the bike. After reaching their destination within The Woodlands Township Town Center limits, users return the bike to any public parking area and manually lock the bike, which automatically makes the bike available to the next rider.

Bruce Rieser, Chairman of Visit The Woodlands, said the tourism entity has been looking for a good solution as it promotes the great outdoors. “Our tourists and meeting planners consistently talk about the great trails and pedestrian-friendly downtown area found in The Woodlands,” he said. “Our hotel guests and visitors will now be able to rent a bicycle at a very low cost and discover this great destination.”

The collaboration was led by Houston native Will Rub, now the Houston Operations Manager for Mobike, and John Powers, the Assistant General Manager for The Woodlands Township.

“We have been working for seven years to bring bikesharing to The Woodlands, and it was

worth the wait,” said Powers. “By introducing Mobike into the community, residents and visitors have access to cutting-edge technology, as well as a convenient and affordable way to get some exercise and explore the community. The best part is that it doesn’t cost the Township a dime.”

The bikes are powered by unique high-tech features including non-puncture airless tires, bike status sensors and built-in GPS locators. Changes were made to the bike to specifically serve the U.S. market, including the shape of the bike and the size of the tires.

“We are happy to call The Woodlands Township home and look forward to working with more jurisdictions across Houston in the coming months,” said Jason Wong, U.S. General Manager for Mobike. “We want to thank The Woodlands Township Board of Directors and everyone involved with the planning process for accepting us with open arms as we strive to make cycling the most convenient, affordable and environmentally-friendly transportation option for residents and visitors alike.”

Just this week, Mobike was honored as a "Champion of the Earth" by the UN. The Champions of the Earth award is the UN’s highest environmental honor; it celebrates outstanding figures from the public and private sectors whose actions have had a transformative, positive impact on the environment. The award is in recognition of the company’s transformative contribution to the advancement of low carbon public transport.

For more information about The Woodlands Township, please visit www.thewoodlandstownship-tx.gov or call 281-210-3800. For more information about Mobike, please visit www.mobike.com.



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The Woodlands Township launched its partnership with Mobike on January 5, 2018, in Town Green Park, bringing bike-sharing to the community.

Pictured left to right: Director Bruce Rieser, Director Brian Boniface, Treasurer John Anthony Brown, Secretary Ann Snyder, Director Carol Stromatt, Chamber of Commerce CEO J.J. Hollie, Township Director of Community Relations Nick Wolda, U.S. General Manager of Mobike Jason Wong, and Mobike Houston Operations Manager Will Rub.