



FOR IMMEDIATE RELEASE

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Lafayette and West Lafayette adopt Zagster Bike Share Program

Purdue University Bike Share expansion provides cities with cost effective, easy to use service

LAFAYETTE, IN - August 22, 2016 - Zagster is a full-service bike share provider that uses app-based technology to give riders a flexible, affordable and environmentally-friendly way to travel on a local level. Since adopting the Zagster bike share program in the summer of 2015, Purdue University has seen tremendous growth in the number of Zagster users and plans to double the campus program by the end of September. With this rapid growth came the opportunity to expand the program off campus into West Lafayette, as well as over the river into downtown Lafayette.

Aaron Madrid, Bicycle Operations Coordinator with Purdue University's Parking Facilities Department has enjoyed watching the local Zagster program grow. "Purdue couldn't be more excited to partner with the cities of Lafayette and West Lafayette to expand our bike share program into the communities. The program has been such a success already on campus and we're looking forward to sharing that success with our neighbors."

Zagster's "smart bike" technology allows customers to start a ride by downloading the Zagster app, entering the bike's number and using a provided code to unlock the bike's lockbox. A key from inside the lockbox then unlocks the U-lock that attaches the bike to the station. The rider is then able to use the bike and keep it secure throughout the ride with the U-lock and code, when finished the bike can be returned at any local docking station. With this expansion, Lafayette and West Lafayette have each installed three bike share stations throughout their urban cores and introduced a combined total of 30 Zagster bicycles into Greater Lafayette.

Lafayette Zagster locations include:

- Riehle Plaza
- MatchBox Coworking Studio
- Corner of 11th Street and Main Street

West Lafayette Zagster locations include:

- West Lafayette Public Library
- Northeast corner of River Road and Brown Street
- Riverside Skating Rink in Tapawingo Park



West Lafayette Mayor John Dennis appreciates the program's ability to provide residents and visitors new travel opportunities. "We are proud to be able to offer affordable, efficient and environmentally friendly transportation options for our student residents and the citizens of West Lafayette. Zagster is a trusted name in community transportation options and we look forward to our partnership."

Lafayette Mayor Tony Roswarski believes the Zagster program will help strengthen the community. "This bike share program plays an important role in the ongoing implementation and success of Lafayette's Bike and Pedestrian Master Plan. We are proud to be able to provide residents and visitors alternative, healthy options for travel and recreation. This impactful program improves quality of life and provides a strong connection between Purdue, West Lafayette and Lafayette."

In the weeks ahead, Zagster will be upgrading the bike share locks with new Bluetooth enabled locks, the first of its kind for any bike share system in North America. Lafayette and West Lafayette encourages the community to check out the local Zagster bike share service and urges participants to ride safe and have fun.

To learn more about the Zagster Bike Share Program visit www.zagster.com



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