

Serco awarded contract to operate London Cycle Hire Scheme

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Serco Group plc (Serco), the international service company, in conjunction with BIXI has been awarded a new contract by Transport for London (TfL) to design build and operate the London Cycle Hire scheme (LCHS). The LCHS is expected to generate an additional 40,000 bicycle journeys every day in Central London.

The six year contract, which may be extended for a further two years, will commence immediately, and includes an initial scheme installation period which is expected to be completed within a year. The contract is valued at approximately £140m over its six year term, split between installation and operation of the scheme. User revenue from the scheme will be paid direct to Transport for London.

Under the LCHS contract, Serco in conjunction with BIXI will provide, operate and maintain 6,000 bicycles for hire in Central London and 400 docking stations offering over 10,000 docking points. The bicycles are based on an award-winning design which has been successfully used in Montreal, Canada. The scheme which will provide employment opportunities, including apprenticeships, for approximately 100 people, will operate across nine London boroughs, and will initially cover an area of approximately 44 square kilometres roughly equivalent to Transport for London's central fare zone (Zone 1).

The contract further broadens the range of transport solutions that Serco provides in London, where it already operates the Dockland's Light Railway and the Woolwich Ferry and maintains traffic signals for Transport for London.

Nick Brown, Chief Executive of Serco Integrated Transport & Middle East, said: "Serco is very pleased to have been chosen to operate the London cycle hire scheme. With the considerable

experience we already have helping deliver transport solutions for London we look forward to working with TfL on this world class cycle scheme for Londoners”

Roger Plamondon, chairman of the board of the Public Bike System Company, said: “The service will be inspired by the award-winning BIXI system developed for the city of Montreal. We are extremely proud to be able to participate in such an exciting project and to be associated with a leader like Serco,”

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For further information please contact Serco:

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About Serco

Serco is a FTSE 100 international service company, which combines commercial know-how with a deep public service ethos.

We improve services by managing people, processes, technology and assets more effectively. We advise policy makers, design innovative solutions, integrate systems and - most of all - deliver to the public.

Serco supports governments, agencies and companies who seek a trusted partner with a solid track record of providing assured service excellence. Our people offer operational, management and consulting expertise in the aviation, BPO, defence, education, health, home affairs, local government, science, technology, transport and the commercial sectors.

More information can be found at www.serco.com

About BIXI

The Public Bike System Company (PBSC) of Montreal, Canada, operates, manages, and develops the BIXI Public Bike System. The system provides an alternative, “greener” and cost-effective means of urban travel. BIXI has already received numerous international awards including an International Design Excellence Award (IDEA), along with being ranked 19th in TIME magazine’s 50 Best Inventions of 2008.

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More information can be found at www.bixi.com