

Hybrid Offering	
Brief description	Velo'v is a self-service, easy-access bike rental scheme available 24/7 in the cities of Lyon and Villeurbanne with bikes in 340 stations located at intervals of 300 m on average.
Hybrid offering's industry	Transportation
Company details	
Lyon Urban Community www.grandlyon.com	Lyon Urban Community is a union of 57 districts collaborating to manage public services beyond the level of local authorities.
Company's industry	Public administration
Country of origin	France
Dimensions	
Product dimension	Bikes are available in 340 stations in the cities of Lyon and Villeurbanne. Hiring bikes is available to anyone aged 14 or over who has an access card, i.e. has registered with the service.
Service dimension	Bikes are equipped with an anti-theft device to protect bikes and free users from worries during stops. Broken bikes are repaired in the so-called atelier for repairs. After use, users can return bikes at any one of the stations.
Other links	http://www.velov.grandlyon.com/
Other Crucial Dimensions	
Hybrid orientation	
Community as service	No
Target market	B2C
Revenue model	One-time registration (short-term or long-term), pay per time used

Images

Product dimension



Service Dimension

