

# Bicing



Hybrid Offering	
<b>Brief description</b>	Bicing is a self-service, easy-access bike rental scheme in the city of Barcelona, with banks of bikes outside of metro stations and other key points.
<b>Hybrid offering's industry</b>	Transportation
Company details	
Municipality of Barcelona <a href="http://www.barcelona.es">www.barcelona.es</a>	The Municipality of Barcelona provides public services to citizens and enterprises residing in the city of Barcelona.
<b>Company's industry</b>	Public Administration
<b>Country of origin</b>	Spain
Dimensions	
<b>Product dimension</b>	Bicing currently accounts more than 1,500 bikes at 100 service stations.
<b>Service dimension</b>	After registering with Bicing (residency in Barcelona a prerequisite) and activating the customer swipe card, users can rent a bike at any of the service stations across the city. Service stations are located in populated areas, e.g. near metro/train stations.
<b>Other links</b>	<a href="http://www.bicing.com">www.bicing.com</a>
Other Crucial Dimensions	
<b>Hybrid orientation</b>	Use oriented
<b>Community as service</b>	No
<b>Target market</b>	B2C
<b>Revenue model</b>	Registration fee (annual: € 24; weekly: € 1), pay per use (€ 0,30 per 30 minutes)

## Images

Product dimension



Service Dimension

