

Velib



Hybrid Offering

Brief description Velib is a self-service, easy-access bike rental scheme in the city of Paris, with banks of bikes outside of metro stations and other key points bringing cycling back to the everyday life of many Parisians.

Hybrid offering's industry Transportation

Company details

Municipality of Paris
www.paris.fr The Municipality of Paris provides public services to citizens and enterprises residing in the capital of France.

Company's industry Public Administration

Country of origin France

Dimensions

Product dimension Velib currently accounts 1,500 self-service stations and 20,000 bikes.

Service dimension The Velib Service Points are available 24 hours a day 7 days a week. They are located 300 meters apart from each other, consisting of terminals and stands for fastening the bikes.

Other links www.en.velib.paris.fr

Other Crucial Dimensions

Hybrid orientation Use oriented

Community as service No

Target market B2C

Revenue model One-time subscription fee (annual: € 29; short-term: € 5), additionally pay per use

Images

Product dimension



Service Dimension

