



Magna Marque announces pilot Cal/EPA e-bike project

Four week project to test bike sharing at Sacramento headquarters building

Imagine a system where powerful and reliable pedal-assisted electric powered bicycles (e-bikes) would be available for your employees on a private-owned basis bike share program. Employees could walk up to the base station, swipe their user card, and the automatic locking system would release their bike -- fully charged and ready to travel up to 60 miles, to do whatever errands they needed to run, whether commuting, heading for lunch, doing some sightseeing, or shopping around town.

The bike stations are self-contained modular units that can host bikes available for your employees, clients and visitors. Riders who get on them will not only be doing the environment good on this sleek, green machine, but they'll also be improving their own health, reducing the carbon footprint, and enjoying the added convenience and mobility of getting around on a bike.

This is just the kind of program envisioned by Magna Marque /BionX and Ecotron and now launched as a 4-week pilot project at California Energy Environmental Protection Agency (Cal/EPA) campus in Sacramento thanks to the support of Green Technology, Cal/EPA, and the City of Sacramento. These modular stations will give Cal/EPA employees access to bikes and e-bikes for both commuting and local transportation. The e-bikes will allow riders to move quickly and conveniently without driving or having to wait for public transportation.

BionX, a Magna Marque brand, is one of the world's largest and most innovative makers of electric power assist units for bicycles. BionX -equipped bikes have won awards worldwide for their ease of use, simplicity and reliability, and BionX is now the original equipment choice of Trek Bicycles along with leading European manufacturers like KTM, Wheeler, Matra and Diamant.

The BionX-equipped systems installed on the bikes in the stations provide riders with a variable power boost of up to 300 percent of their own energy, helping riders tame any hill and making even riding back with a full load of groceries manageable. With features like a thumb -operated throttle for quick accelerations, motor braking for added safety, quick stopping and energy mode regeneration, and a motor locking mechanism for theft prevention, the BionX system is the leading one of its kind in the world.

Project partner Ecotron, Systems Inc. will manufacture the innovative infrastructure for the bike stations. Their proven bike docking systems have been tested to withstand 50,000 bike movements and include a host of features like trip logging, intuitive controls, collision-resistant design and hoardings replacable with advertising and



corporate colors.

Sacramento has invested in bike lane infrastructure and currently rates as the #4 city for bike commuting in the USA. This initial pilot project will provide a demonstration of the convenience and appeal of bike share programs by allowing Cal/EPA employees easy, on-demand access to the bike-friendly streets on BionX-equipped e-bikes kept in perfect running order by an expert local local retailer.

“We are thankful that Cal/EPA and the City of Sacramento, supported by the Governors office, have allowed us to the use Cal/EPA facilities to test this exciting program. It’s a completely new model for employee, client and visitor bike and e-bike sharing programs on work or educational campuses, and at hotels, tourist destinations and police stations,” said Vincent Lamoureux, Magna Marque Global Sales and Marketing Director.

As part of their effort to grow understanding of alternative transportation, BionX will be attending the Governors’ Climate Change ConferenceGlobal Climate Summit 3 at the University of California -Davis on November 15/16, 2010. Hosted by California Governor Arnold SchwarzeneggerSchwarzenegger, this is one of the Wworld’s foremost climate change events, and BionX will be offering information on e-bike and bike sharing, along with demonstrations and test rides to delegates and media.

For more information on BionX, visit www.bionx.ca.

BionX makes the lightest, most efficient and flexible rear propulsion systems for electric assisted pedal bikes (pedelecs). Each BionX system contains three components: a control panel, LiMn battery unit and motor wheel that are designed to fit virtually any frame shape. A wide variety of battery and motors configurations and power outputs are offered in order to meet virtually all riders’ requirements. Reviews confirm that the BionX systems are the leading product in its category (Source: ExtraEnergy eV, www.extraenergy.org). BionX is a Canadian -made brand of EPS Inc., a division of Magna Marque International.

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