

Paris, 21 August 2007

PRESS RELEASE

Vélib': two million rentals in 39 days

The Paris City Council and JCDecaux SA announce that Vélib' has recorded 2 million rentals in the space of 39 days and 53,000 long-term (annual) subscriptions.

Some figures

Vélib', whose bicycles are used an average of 50,000 to 70,000 times every day, set a new record on August 4 with a total of more than 97,000 rentals.

- One half of long-term subscribers (1 year) use their *Navigo* season ticket to register their subscriptions.
 - For short-term subscriptions, bank cards are used at the cycle rack terminals to take out an average of 17,000 1-day and 7-day subscriptions every day.
- The use of Vélib' bicycles is split between 1 or 7-day rental solutions (83%) and annual subscriptions (17%).

After scarcely more than one month in operation, the self-hire bicycles complete trips every day lasting an average of 22 minutes and, together, cover more than 100,000kms (almost three times the circumference of the Earth). Since July 15, the Vélib' bicycles have covered almost 4 million kilometers (100 times around the planet).

Deployment of the Vélib' cycle racks

Work on installing new cycle racks and making more bicycles available has continued since July 15 with a view to providing 1,000 cycle racks in September. This will complete the system's coverage of the city, offering a cycle rack every 300 metres (by the end of the year) for the greater satisfaction of Vélib' users.

JCDecaux SA (Euronext Paris: DEC), the No.1 outdoor advertising company in Europe and in the Asia-Pacific region, No.2 worldwide in this industry, and No.1 for self-service bicycle hire. Vélib', is installed and managed by SOMUPI (jointly owned by JCDecaux (66%) and Médias et Régies Europe – Publicis Group (34%))

Contact presse

Mairie de Paris - Gwenaëlle Joffre : 01 42 76 49 61

JCDecaux – Agathe Albertini : 01 30 79 34 99