

From: "Levitt, Karen" <karen.levitt@vancouver.ca>

To: "Direct to Mayor and Council - DL"

Date: 9/5/2025 3:34:06 PM

Subject: Upcoming news release: New electric look for e-bikes this fall (September 8, 2025)

Attachments: Mobi E-bike.jpg

Mobi E-bike at the station.jpg

Dear Mayor and Council,

I am writing to inform you that the City will be issuing the below news release on Monday morning, September 8. It will go live from the City media account before noon.

Maria will reply to this email with the relevant Vancouver.ca link and social media links, once these are live.

Please feel free to use the attached photos of the new e-bikes in your social posts as you see fit.

Thanks,
Karen

Karen Levitt, Acting City Manager
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The City of Vancouver acknowledges that it is situated on the traditional territories of the x m k y m/Musqueam, S wxlu817 _wú7mesh/Squamish and s lilw ta /Tsleil-Waututh nations

JOINT RELEASE
City of Vancouver
Mobi by Rogers
News Release
September 8, 2025

New electric look for e-bikes this fall

It's going to be even easier to spot an e-bike with Vancouver's public bike share system, [Mobi by Rogers](#), featuring a new neon green and pink look coming this fall. Whether you're commuting, running errands or enjoying the changing colours, public bike share provides a smart, sustainable way to get around the city.

For nearly a decade, Mobi by Rogers has offered safe, convenient and affordable access to key routes, local destinations and transit connections across Vancouver. The addition of 600 e-bikes has transformed how people move. Since their launch in 2022, e-bikes have been used for more than 1.1 million trips, nearly double the number of rides compared to classic bikes.

This fall, e-bikes will hit the streets with an updated electric look [supported by Simplii Financial](#) making the fleet more visible than ever and keeping riders charged up and ready to roll. Picking up an e-bike has never been easier with bikes available at 260 stations, including 36 brightly coloured electric charging stations.

"E-bikes are making a positive impact on transportation in our city," said Mayor Ken Sim. "The Mobi by Rogers public bike share program helps provide a safe, convenient, cost-effective option for getting around Vancouver."

"Whether you're hitting the seawall to take in the views or commuting to work, e-bikes make it easier

for more people to choose cycling every day,” said Mobi by Rogers CEO, Mia Kohout. “We’re proud to welcome Simplii Financial whose support and bold new branding helps us bring e-bikes to riders across the city.”

With kids back in school Vancouver’s bike share program also makes cycling more accessible to youth through the Youth Community Pass, available to riders aged 12 to 18 for just \$20 per year. The pass provides unlimited 60-minute rides on classic bikes, giving teens a safe, affordable and independent way to get around the city.

The Mobi by Roger’s Community Pass continues to make cycling more accessible by offering discounted rates for Persons with Disabilities (PWD) and income-qualified residents. Data shows that 95% of PWD riders choose e-bikes over classic bikes, highlighting how e-bikes are helping people travel farther, faster and with more independence.

With more people commuting to work and school this fall, riders are reminded to wear a helmet, obey all traffic laws, yield to pedestrians, stay alert and avoid distractions like headphones that cover both ears while riding.

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