



Frequent **Cycler** Program



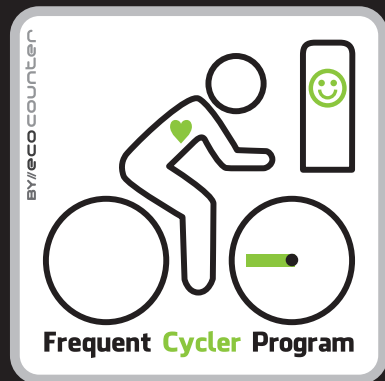
Encourage
bike commuting
Reduce
traffic congestion



Support
a healthy
transportation
alternative



Reduce
your CO₂ imprint
Show
your commitment
to the environment



FREQUENT CYCLER IS AN EASY AND SCALABLE INCENTIVE PROGRAM, CONCEIVED TO HELP COMMUNITIES DEVELOP AN ENVIRONMENTALLY FRIENDLY AND HEALTHY TRANSPORTATION ALTERNATIVE.

Why launch a Frequent Cyclist Program?

A huge proportion of everyday journeys are short distances that could be covered by bicycle.

For several years, communities have been working to encourage people to commute by bike.

People are ready to contribute to environmental protection, but they also want to be rewarded for their efforts.

Who can use it?



Cities **Reduce traffic congestion** and show your support for the development of cycling policies at a fraction of the cost of a bike sharing program.

Companies **Reduce your CO2 imprint** and the need of parking lots, show your support to cyclists and offer your employees a healthy lifestyle alternative.

Schools & Universities **Teach kids and students** that biking is a healthy habit for themselves and for their planet. Show your commitment to the environment and promote long-lasting green habits.

How does it work?



01 Register

An ad campaign encourages people to sign up in shops, city hall, etc. Cyclers mount their personal SpokeTag on their bikes and complete their registration on the website.



02 Cycle

Checkpoints equipped with RFID and ZELT* are set up to recognize Cyclers' SpokeTags. A Cycler earns a PedalPoint each time a Checkpoint is passed.

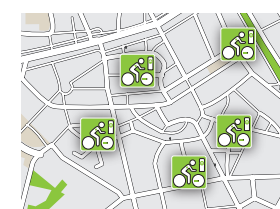


03 Earn rewards

Frequent Cyclers can visit the website to check their PedalPoints, their ranking, the calories they burn or the CO₂ they save and convert their PedalPoints into gifts.

How do you run a Frequent Cyclist Program?

WE HAVE DEVELOPED POWERFUL TOOLS TO SIMPLIFY THE PROGRAM LAUNCH SO THAT YOU CAN FOCUS ON MANAGING IT.



Choose

- **The best strategic locations** for the Checkpoints.
- **Your reward rules:** challenges, lotteries or PedalPoints accumulation.



Launch

- **Deploy your ad campaign,** use the Be concept or create your own.
- **Promote the program** and distribute the SpokeTags.



Run

- **Manage your personalized web platform,** track participation, organize challenges, monitor your prize inventory and communicate with your cycling community.



HIGH PROFILE DESIGN

Since thousands of bikes will carry SpokeTags and millions of people will see the Checkpoints, Frequent Cyclist hardware has been developed with the utmost attention to precision and detail.

* Eco-Counter's ZELT Inductive Loop technology optional

Backstory

In 2011, Troels Andersen, the man who first invented the well-known “Bike-Meter” concept, developed a brand new incentive program for cyclists called “Cycle Score”. Operated in the city of Fredericia, Denmark since fall 2011, and based on an intelligent communication platform developed by **Kofoed & Co**, it will soon be launched in seven European countries.

Eco-Counter’s aim is to develop innovative technology to provide decision-makers with unique tools to help them manage their active transportation network. As a global leader in pioneering counting technologies for cyclists and pedestrians, Eco-counter’s systems are at the cutting edge of cycling and pedestrian planning and used in over 35 countries, including Denmark, Holland, the U.S., Australia, Germany, Spain, and Canada.

Eco-Counter is now developing and manufacturing the Cycle Score concept under the trademark “**Frequent Cyclist Program.**”



4 rue Charles Bourseul
22300 Lannion - France
Tel (+33) 2 96 48 48 81
Fax (+33) 2 96 48 69 60

715-3981 St-Laurent Blvd,
Montreal, QC
H2W 1Y5, Canada
Phone: 514-849-9779
Toll Free: 1-866-518-4404

eco-counter@eco-counter.com
www.eco-counter.com