

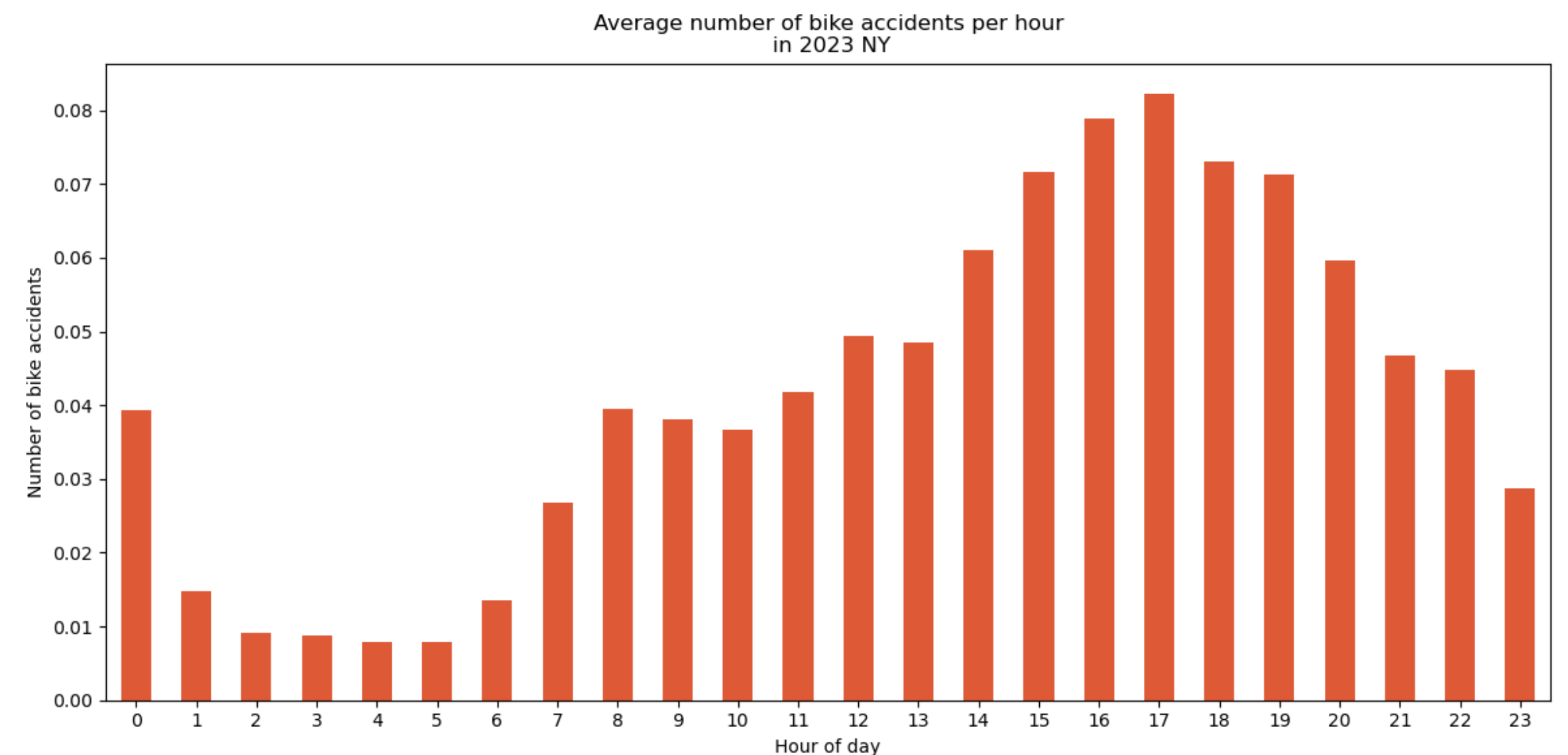
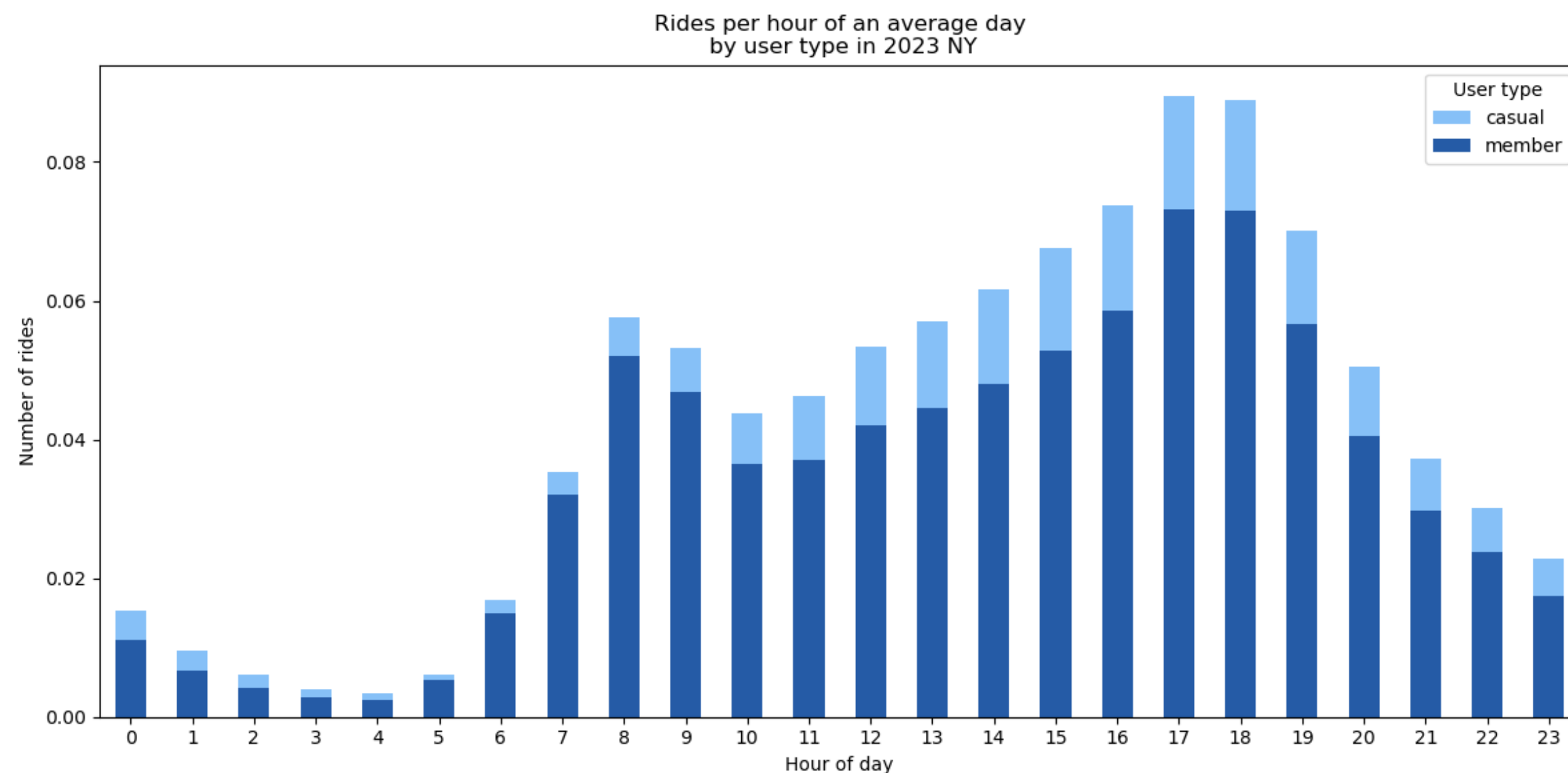
Finish the ride wherever YOU want!

AXA and CitiBike for safe bike rides in NY

Dalita Danyali 18.09.2025

CitiBike increases safety and gains trust...

- **64%** of bike accidents involve **injured cyclists**
- Members as **high-frequent commuters** have elevated risk exposure
- Bike rides during **rush-hours** cause most accidents



... for only 10 \$ per month

- Voluntary **accident & liability insurance** @AXA covering up to **25k \$**
- **Member** pays **10 \$** per month, **non-member** pays **3 \$** per ride
- **30% out of profit margin** for CitiBike

Marketing ideas

Bicycle marathon for kick-off

Real-time safety insights in app

Helmet
with CitiBike x AXA logo