

Bixi Membership Growth

- 2023 saw a 23% increase in ridership, reaching 6.2 million rides.
- 37,000 new memberships, marking a 10% growth compared to 2022.
- Growth driven by increased awareness of sustainable transport and urban mobility shifts.

Chart: Line graph showing membership growth from 2014 to 2023.

Challenges & Opportunities for Bixi

Challenges: Seasonal operation, infrastructure gaps, competition from other mobility services.

Opportunities: Growing interest in sustainable transportation, health trends, and expansion of e-bikes.

