

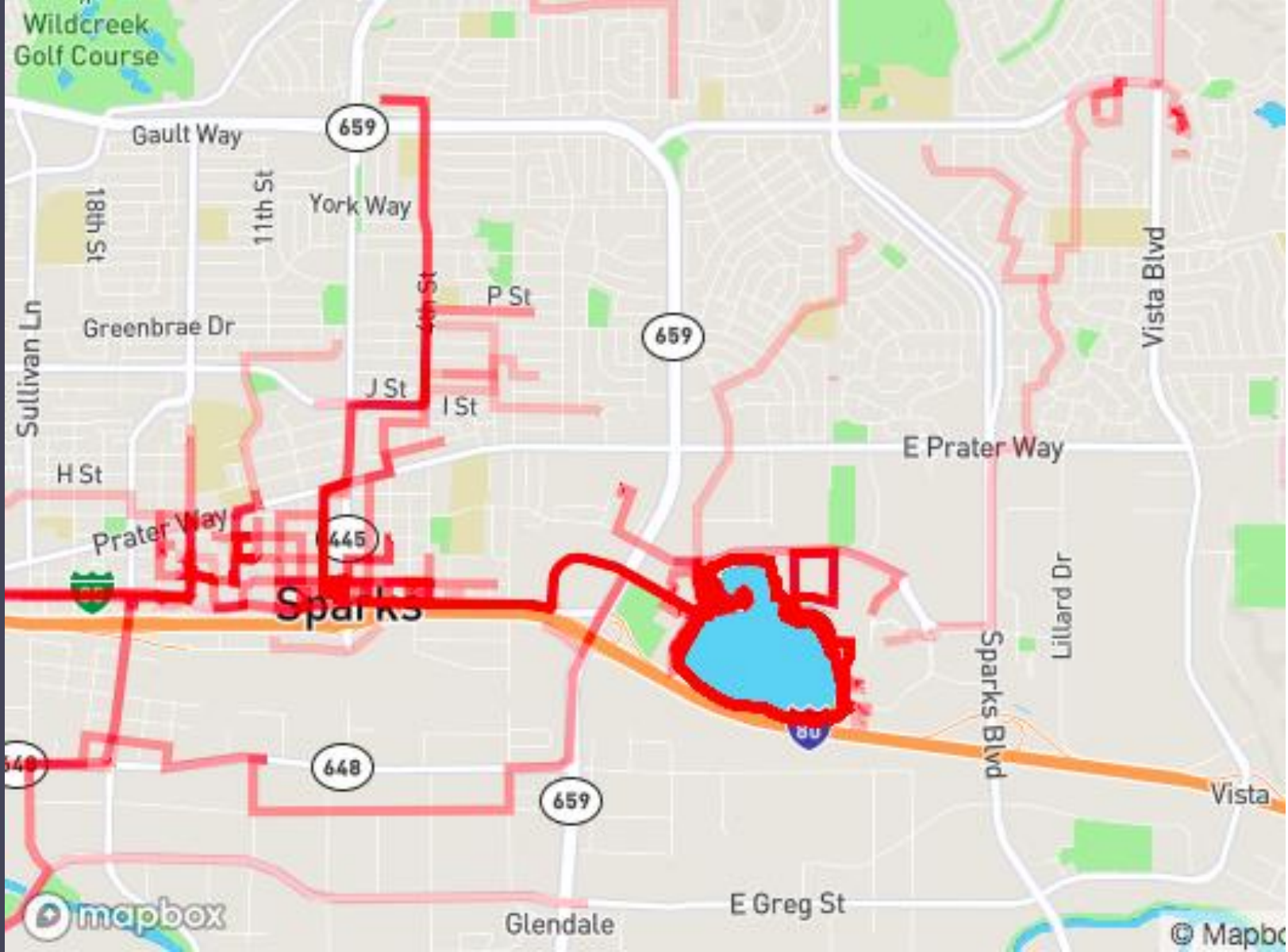


Helping City of Sparks With Smart Mobility

With a Subsidy-Free, multimodal transportation network

2018 Lime in City of Sparks Quick Summary

- Operations started on May 14th with introduction Of bikes
- Popular near Local Businesses and Green Spaces
- Local Business Support



9,100~
Cumulative unique riders

570~ avg
Unique riders per week

120~ avg
Trips per day

800~ avg
Rides per week

42 minutes
Average ride time

Ridership

13,490

Cumulative number of rides

15,555 (mi)

Cumulative miles traveled
USA width: 2,680 miles

1,340,000
Cumulative calories burned

830
Big Macs burned

13,490
Cumulative saved vehicle miles

14,080 lbs
Cumulative saved CO₂

360 lbs
Cumulative saved CO



Data Points: Health and Environment

Follow Local Regulations & Ride Safely

Lime puts safety first


- 1 Follow all traffic laws and regulations
- 2 Wear a helmet and watch for obstructions
- 3 Park responsibly and do not block entrance ramps or pedestrian walkways
- 4 Do not ride on sidewalks



**USE CAUTION
GOING DOWNHILL**



**STEP 2
FOLLOW LOCAL
HELMET
REGULATIONS**



OBSTRUCTIONS

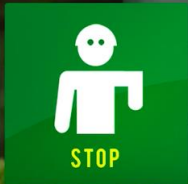
WATCH FOR



**STEP 6
PARK YOUR
LIME-S SAFELY**



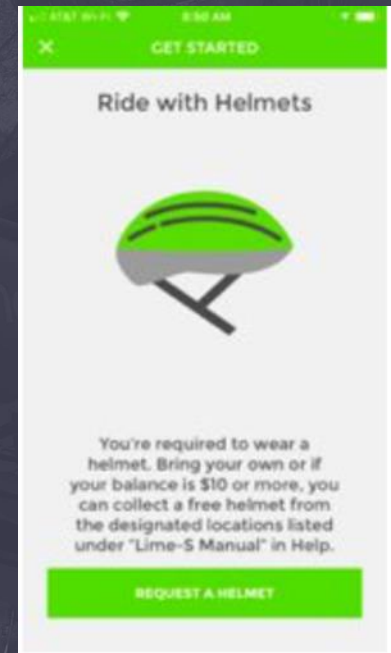
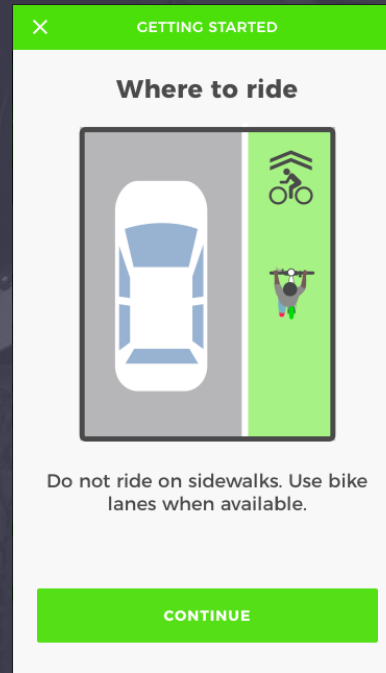
FOLLOW LOCAL RULES
AND REGULATIONS



Safety Outreach - Local Regulations & Ride Safely

Lime puts safety first

- 1 In App Messaging
- 2 Hubs to Pick up free Helmets
- 3 Social Media Videos
- 4 Pass out educational flyers at events
- 5 Newspaper Ads





Be Safe. Be Smart. Lime Responsibly.

- Pre Ride Check—adjust seat for optimal comfort & pump the brakes to ensure operating properly
- Follow local rules and regulations
- Use proper hand signals
- Pay attention and comply with all traffic laws
- ALWAYS BE ALERT and watch for turning vehicles
- Ride with traffic flow
- Always ride in single file, avoiding dodging between moving cars
- Park responsibly and lock your LimeBike—be mindful of those in your community, do not block driveways
- For more safety information and how to videos, visit limebike.com/how-to-lime



Call 1-800-LIME-345 or email support@limebike.com

Thank You

A scenic landscape photograph of a lake with a gazebo, trees, and mountains in the background. The scene is captured during the golden hour, with warm light reflecting off the water and illuminating the mountains. In the foreground, a rocky shoreline leads to a white gazebo with a blue roof. Behind it, a line of trees, including tall evergreens and some with autumn foliage, stands along the water's edge. In the distance, a town is visible at the base of a large, rugged mountain range under a clear blue sky.

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