



Tern is dedicated to the goal of sustainable transportation and designs and manufactures bicycles for urban transport. The company has corporate offices in Taiwan, the United States, China, Finland, and the United Kingdom. Tern donates at least 1% of net profits every year to social and environmental causes.

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News Release

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Tern and Trenitalia Partner to Promote Multi-modal Transport

Urban bike maker and Italy's national rail operator offer special edition bike for use on trains

TAIPEI, TAIWAN – November 15, 2012 – Urban transport specialist, Tern, today announced a partnership with Trenitalia, Italy's national railway operator, to encourage use of folding bicycles together with Italy's high-speed trains.

In an effort to encourage multi-modal transport and reduce carbon emissions in Italy's largest cities, Trenitalia is offering its riders a special-edition Tern bicycle at a subsidized price. These Tern bicycles can be taken aboard Trenitalia's Frecciarossa high-speed trains for free and do not need to be bagged. The program was announced at a press conference headed by Italian transportation ministry officials and the CEO of Ferrovie dello Stato Italiane.

"The future of transport is multi-modal, with people using a combination of rail, bus, bike, foot – and car – to get around," stated Joshua Hon, Tern vice-president. "And bikes that are portable, that link the different modes together, will be an integral part of that future. It's a great honor to work with Trenitalia to encourage more people to use public transport and we salute them for taking the progressive step to partner with a bicycle company.



“Each rail station can service many more customers if those customers have access to a bicycle,” stated Luigi Barbavara, Tern’s distribution partner in Italy. “Trenitalia wanted to work with a brand that epitomized the high level of quality and service that their Frecciarossa high-speed trains represent, and they found that in Tern.”

Trenitalia selected the Tern Link P9 as the bicycle for this program and the special edition bicycle will have a unique colorway and Frecciarossa graphics. The Link P9 is a versatile bicycle that rides fast and smooth over long distances, but which can fold in only 10 seconds for convenient storage on rail cars.

The promotion started on October 25 and bicycles are available immediately.



Tern Link P9 and Frecciarossa high-speed train