



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

For release January 29, 2013

### Tern Partners with Stuttgart Transit Authority

#### Urban bike maker expanding list of partners to encourage use of public transport

TAIPEI, TAIWAN – January 29, 2013 – Urban transport specialist, Tern, today announced its cooperation with Stuttgart’s transit authority to encourage greater use of bicycles with the city’s public transportation network.

Tern is offering a special-edition Link D7i at a special price for use in an initiative by the Stuttgart Transit and Tariff Association (VVS) and the Baden-Wuerttemberg branch of the ADFC Cycling Association. The goal of the program is to encourage use of portable bicycles on the VVS transport network, including trains, subways, and busses, to help alleviate bicycle parking congestion in front of train stations and the crowding of train cars with “regular” bicycles. In 2012, Tern partnered with Munich’s transit authority and Italy’s national railway operator in offering similar programs.

“Just making and encouraging the use of bicycles alone isn’t enough,” stated Joshua Hon, Tern vice president. “To make a beneficial impact, we need to encourage people to use bikes together with existing transport options like trains, subways, and busses. This is why we’re partnering with transit authorities in major



cities like Stuttgart. We're working on even more partnerships and expect to add a number of similar programs this year."

Starting in February, participating Tern dealers throughout Stuttgart will offer the special-edition bike through various purchase plans tailored for the project. The bikes will be allowed on VVS public transport without charge, even during peak travel times when bicycles are typically not allowed.

"The folding bike is perfect for urban commuters who would like to bridge the last mile between apartment, office, and station," stated Thomas Hachenberger, CEO of the VVS. "It's our goal to develop from a transport authority to a mobility authority."

In addition to a special-edition bike, the first 200 participants who sign up for the full-package deal will get a special-edition ADFC-VVS CarryOn Cover – a bicycle slip/carry cover, a one-year ADFC membership, a free first bicycle inspection, a VVS shoulder bag, and a cycling map of the Stuttgart area.

The Tern Link D7i is a low-maintenance, everyday bike that comes fully-equipped with a rear rack, mudguards, dynamo hub and lights, a Shimano Nexus 7-speed internal gear hub, and a special chain cover. The bike folds in only 10 seconds into a compact size for easy carrying and storage on a bus, train, or subway car..



Tern-VVS Stuttgart transit project