



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 immediate release

### SXcycles Bike Share Returns for SXSW® 2013

AUSTIN, TEXAS – February 26, 2013 – Austin traffic got you down? Stop waiting and start moving with SXcycles, the official SXSW bike share program! Urban transport specialist, [Tern](http://Tern), will be returning to Austin to support the second annual SXcycles, presented by [NBC's Revolution](http://NBC's Revolution). At SXcycles, Tern folding bikes are available to conference attendees to help them navigate the city with ease and efficiency. Building on the success of last year's inaugural bike share, SXcycles offers SXSW registrants a chance to transform the way they experience Austin; ditch the car and get around the city for free in a convenient, fun, and sustainable way!

The South by Southwest® (SXSW®) Conferences & Festivals (March 8-17, 2013) offer the unique convergence of original music, independent films, and emerging technologies. Fostering creative and professional growth alike, SXSW® is the premier destination for discovery. Year after year, the event is a launching pad for new creative content. New media presentations, music showcases and film screenings provide buzz-generating exposure for creators and compelling entertainment for audiences.

“Ditch the car and explore the real Austin by bike,” said Andrew McCalla, project manager at Tern. “Last year was a pretty amazing success with thousands of people making use of the bike share



program. It was pretty incredible to see the streets fill up with bikes at the end of a conference. We're excited SXSW invited us back and asked us to expand the program, with a wider range of bikes and running through the music portion of the festival."

The SXcycles bike share program is presented by NBC's Revolution – a television series about how a family struggles to reunite in an American landscape where every single piece of technology has mysteriously blacked out forever – and will provide registered conference attendees (Platinum, Gold, Interactive, Film and Music badges) with a fun, health conscious and sustainable way to get between the conference center, outside events, and lodging, at no cost to them. SXcycles rental includes daily use of one of four Tern bike options. The popular Link D8, Link P9, and Link P7i bikes will be available to nip around town or hop into other transport easily. The full-sized Joe C21 will also be available for those who prefer 26" wheels. Bike rental also includes a light set, a U-style lock, and helmet. In the unlikely event that riders run into any mechanical troubles, Tern will staff a team of mobile mechanics equipped to get riders back en route as quickly as possible and without charge.

Tern bikes offer the perfect gearing for Austin's flat downtown but with enough range for a jaunt around Austin's Hill Country. Combined with a quick 10-second fold-to-unfold time and agile wheel set, these are a perfect addition to your SXSW transportation options. All bikes will come with a rear rack, front and rear fenders, and a basket to carry all your SXSW swag and gear.

Attendees can pre-register at [SXcyclesBikeShare.com](http://SXcyclesBikeShare.com), or at the SXcycles HQ located on Red River at the southwest corner with Cesar Chavez. The SXcycles lot will be in operation March 8-16 from 10 a.m. to 2 a.m. Bikes are available on a first come, first served basis. Before taking a bike, every renter is required to pre-authorize



a \$250 deposit at the SXcycles lot. Bikes must be returned by 2 a.m. or a \$100 late fee will be applied daily until the bike is returned.

Using a Tern bike not only helps reduce carbon emissions in the city, but it offers attendees a fun, alternative way to stay healthy at the conference. It also saves time; while others are stuck in traffic or waiting in a taxi queue, you will have already arrived at the show. For anyone who wants to try out a bike without doing a full rental, the booth will also serve as a demo station for Tern's current product lineup.

Click these links for more information:

Tern Bicycles: [ternbicycles.com](http://ternbicycles.com)

Tern Bike Share Registration: [SXcyclesBikeShare.com](http://SXcyclesBikeShare.com)

NBC's Revolution: [www.nbc.com/revolution](http://www.nbc.com/revolution)

NBC's Revolution Facebook page: [www.facebook.com/Revolution](http://www.facebook.com/Revolution)

SXSW 2013: [www.sxsw.com](http://www.sxsw.com)



Tern and SXcycles in 2012