



Tern designs and manufactures versatile bikes for everyday use. The company is headquartered in Taiwan with offices in the United States, China, Finland, and the UK. Tern donates 1% of net profits every year to social and environmental causes.

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## News Release

For immediate release

### Tern Joins ECF Cycling Industry Club

#### Urban bicycle maker helping grow bike usage

TAIPEI, TAIWAN – October 16, 2013 – Urban transport specialist, Tern, today announced that it has joined the ECF's Cycling Industry Club (CIC).

"The ECF has a goal of doubling the use of bicycles in Europe by 2020 and we're going to do what we can to help them reach that goal," stated Joshua Hon, Tern vice president. "Bicycles can play such a critical role in stitching together existing public transport systems. And the great thing is that increasing cycling usage won't cost billions of dollars – it is such a cost effective way to move more people, more efficiently."

"It's great to see urban bike makers like Tern joining the CIC," stated Kevin Mayne, development director at ECF. "More than half of the world's population lives in cities so traffic and mobility development are key for livable urban communities. Urban bicycles can play an important role in this and, together, we hope to achieve a lot."

Tern supports ECF events like Velo-city conferences and has an extensive track record of initiating mobility projects. "We've already partnered with seven major municipal transportation authorities in Germany, namely, Munich, Stuttgart, Hamburg, Bremen, Munster, and Karlsruhe, as well as Trenitalia, Italy's national railway operator, to encourage the use of portable bikes on their transport networks," continued Hon. "Through the CIC we hope to share our experiences thus far as well as learn from others."

With over 70 members across nearly 40 countries, the European Cyclists' Federation (ECF) unites cyclist associations from across the globe, giving them a voice on the international level. The organization aims to get more people cycling more often by influencing policy in favor of cycling.



Tern and ECF to encourage greater bicycle use in cities