



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.

#### Press Contact

#### North America

Lauren Fallert  
Verde Brand Communications  
Email: [lfallert@verdepr.com](mailto:lfallert@verdepr.com)  
Tel: +1-970-366-4579

#### Website

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

#### Press Photos

[photos.ternbicycles.com/products](http://photos.ternbicycles.com/products)  
Password: ternberd

#### Facebook Page

[facebook.com/ternbicycles](https://facebook.com/ternbicycles)

#### Twitter

[twitter.com/ternbicycles](https://twitter.com/ternbicycles)

#### YouTube Channel

[youtube.com/ternbicycles](https://youtube.com/ternbicycles)

This release is issued by Mobility Holdings Ltd., which retains the ultimate responsibility for the content.

## News Release

For immediate release

### Tern Team Captain on SXSW® Panel to Weigh-in on Urban Transit & Mobility

*Urban transport specialist and Tern Bicycles Team Captain, Josh Hon, to contribute to SCOUT: Solving the Transit “Last Mile” Problem panel*

AUSTIN, TEXAS – Mar. 3, 2013 – [Tern](#) Bicycles Team Captain, Josh Hon, has been selected as an expert on [SCOUT: Solving the Transit “Last Mile” Problem](#); a panel organized by The Wall Street Journal at SXSW Interactive on Tuesday, March 11, at 11:00 am in the [Hyatt Regency Austin Ballroom](#) 5-7.

The South by Southwest® ([SXSW®](#)) Conferences & Festivals is a multi-day event where visionaries for a better world come together to solve the complex challenges facing civil society, the economy and the natural world.

The Standardized City-Optimized Utility Transport (SCOUT) panel will specifically explore the so-called “Last Mile” in urban transportation. Panelists will discuss a problem that faces many aspects of civic infrastructure that is the so-called Last Mile: How do cities efficiently connect homes, offices and other individual “endpoints” to the larger grid?

The Last Mile problem is a major issue when it comes to sustainable urbanism and transportation. Rapid transit can get people to and



from transport hubs, but can't solve home-to-hub and hub-to-destination travel needs.

The idea of SCOUT is that people will start to use a safe, compact, efficient personal vehicular solution for the Last Mile of commuting, designed around the needs of users and the limitations of rapid transit and urban life.

Tern bicycles are designed to promote sustainable transportation by providing exceptionally portable, utility-focused bikes that allow riders to adapt to evolving urban scapes with ease and efficiency.

“Solving this issue is at the cornerstone of our business. All aspects of Tern bikes are designed to improve personal mobility in an urban setting by functionally enabling and inspiring multi-modal transportation,” said Hon. “It’s an honor to have been chosen to contribute to the larger conversation with this group of thought leaders.”

Hon’s Co-panelists will include: Jeff Yang ([The Wall Street Journal](#)), Gabriel Wartofsky ([Conscious Commuter](#)) and Qing Shen ([University of Washington](#)). This panel of innovators, urban planners and manufacturing and infrastructure experts will give their individual takes on SCOUT and imagine how it might fill the transportation gaps in sustainable cities of the future.



