



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® 2014

Urban transport specialist, Tern, will be returning to Austin to support the third annual SXcycles, presented by NBC.

AUSTIN, TEXAS – Feb. 26, 2013 –Urban transport specialist, [Tern](#), will be returning to Austin to support the third annual SXcycles, presented by NBC’s new hit comedy talkshow, [Late Night with Seth Meyers](#) . At SXcycles, Tern folding bikes will be available to conference attendees to help them navigate the city with ease and efficiency. SXcycles offers SXSW badge holders 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 (Mar. 7-16, 2014) 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. Hosting an international audience of thought leaders and decision makers, the conference serves as the platform to evolve these critical matters towards actionable and profitable solutions.

“Year after year, SXcycles continues to grow. This has been one of our most well-received initiatives in North America,” said Steve Boyd, general manager at Tern, North America. “We are proud to be able to



show people, in an interactive way, how easy and convenient it can be to navigate by bike in an urban setting.”

At SXcycles, Tern will supply registered SXSW gold, music and platinum badge holders 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 several Tern bike options. 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 of your swag.

Attendees can register at the SXcycles HQ located at 98 Red River St. at the southwest corner with Cesar Chavez St. The SXcycles lot will be in operation March 7-15 from 10 a.m. to 12 a.m. Bikes are available on a first come, first served basis. Before taking a bike, every renter is required to pre-authorize a \$150 deposit at the SXcycles lot. Bikes must be returned by 12 a.m.

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.



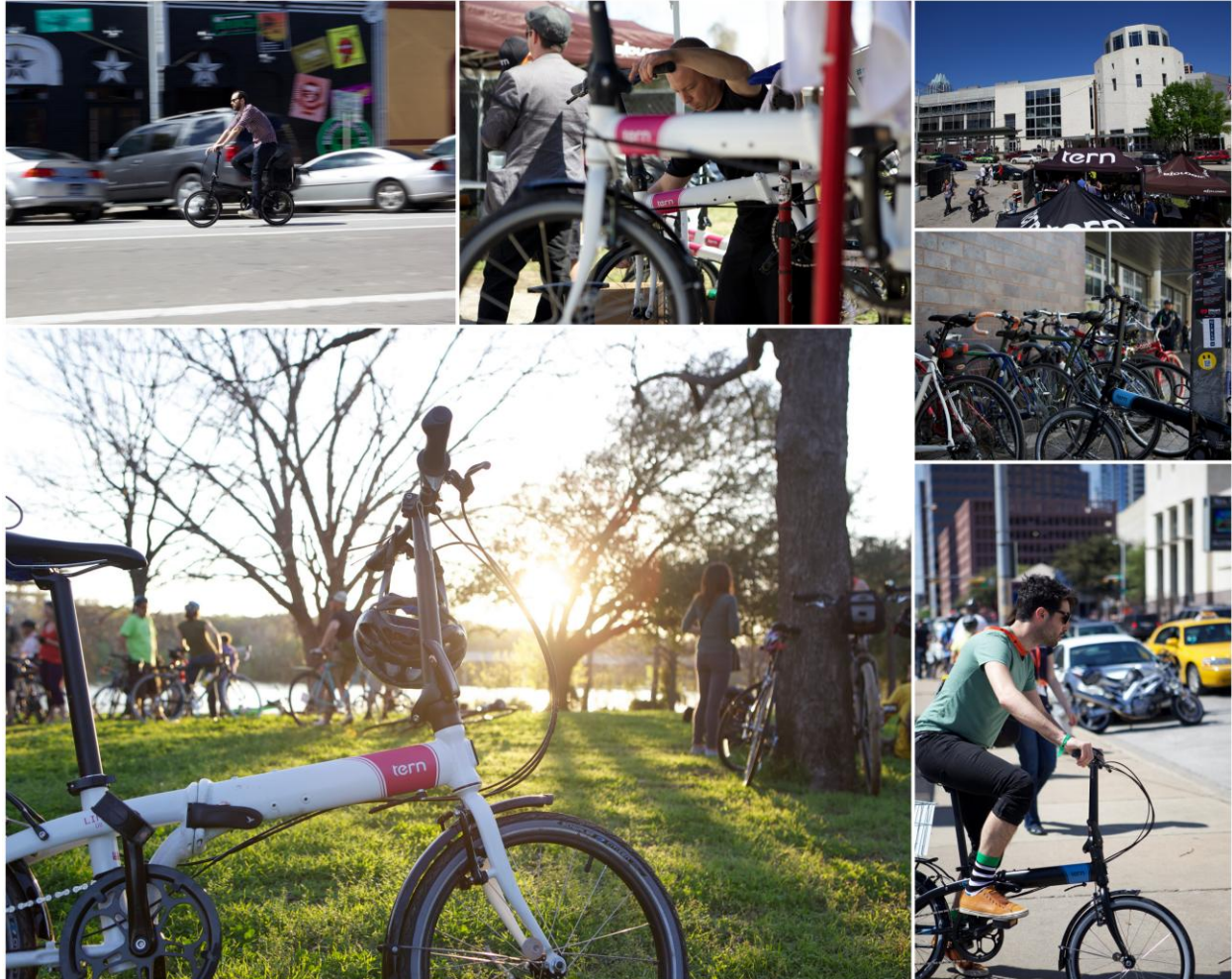
For anyone who wants to try out a bike without doing a full rental, the booth will also serve as a demo station for Tern's current product lineup.

Click these links for more information:

Tern Bicycles: ternbicycles.com

SXSW: www.sxsw.com

NBC: www.nbc.com



Tern and SXcycles in 2012