

dibs

SMART TRAVEL. YOUR WAY.

# BIKE MONTH

Adventure, prizes, and crushing goals...  
Could Bike Month get any better?



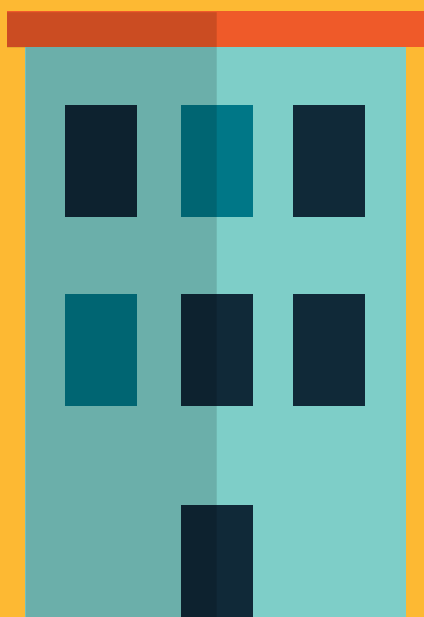
# 1,825

TRIPS LOGGED DURING  
2018'S BIKE MONTH

# 87%

OF RIDERS HAVE KEPT  
BIKING & WALKING SINCE  
BIKE MONTH

Our Bike Month cyclers saved enough CO2 to remove  
478 cars from the roads for one year!



## WHAT DO YOU ENJOY MOST ABOUT BIKE MONTH?



"Getting to work with less stress"  
- Anthony K...

"The freedom of riding"  
- Jackie R..

"Less smelly cars on the road, a little  
more fitness for me" - Dana S.

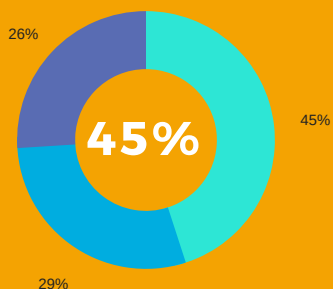
"Seeing other riders on the trail"  
- Dave M.

"Activities around my city"

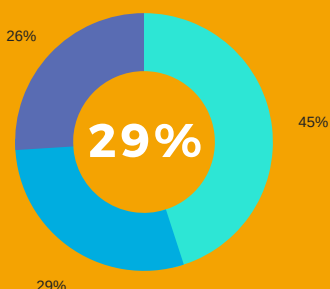
"Although I did not ride to work as many  
times, I decided to ride to other places (yoga  
classes) that I would normally drive to."  
- Lisa C.



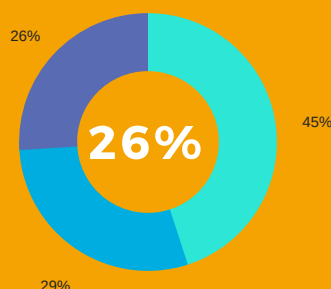
## WHY BIKE?



HEALTH BENEFITS



THE ENVIRONMENT



SAVE MONEY

# A Platinum Month



Our riders love a challenge! This year we upped the ante...

61%



20%



14%



5%



**2018 UNVEILED AN ALL NEW "PLATINUM LEVEL" RESERVED FOR THOSE AMBITIOUS LOGGERS WHO PUT IN 10 OR MORE TRIPS DURING BIKE MONTH**

**17**  
events

calories burned  
**688,027**

**\$7,566**  
dollars in gas saved

**13,367**

miles of biking and walking

**13**  
# of schools participating in Bike Month

average trip: **7.3 miles**

**2,695 lbs** CO2 saved per trip



**4,919,031**

pounds of CO2 saved from being released into the atmosphere

that's the same savings as 2,628 acres of forest

## CHANGING THE CYCLE



"BIKE MONTH IS VERY IMPORTANT TO ME. IT IS A TIME WHERE I BUST OUT MY BIKE MONTH T-SHIRTS AND WEAR THEM EVERY DAY TO WORK. THIS BIKE MONTH I WAS ABLE TO GET THREE COLLEAGUES TO GET ON THEIR BIKES. TWO OF THEM STARTED RIDING TO WORK AT LEAST TWICE A WEEK AND THE THIRD ONE HAS TAKEN HER BIKE IN TO GET IT INTO SHAPE FOR RIDING."  
-ANN S.

HEALTHY AIR LIVING™



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