



**NEWS ADVISORY**  
Attn: Assignment/City Desks

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**WHAT:** Official launch of a revolutionary new facility and connected service for transportation -- **Bikestation Seattle** -- offering 24/7 secure bike storage and automated bike rental, daily bike repair service, electric scooters, access to car sharing and direct links to public transportation. This “clean mobility center” gives commuters and travelers options, reduces parking demand and enhances quality of life in community.



**WHERE:** Mottman Building (across from King St. Station)  
311 3<sup>rd</sup> Avenue South, Seattle, Pioneer Square  
Event coincides with WRQ Bike-to-Work Month kick-off celebration

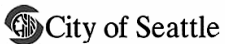
**WHEN:** Friday May 16, 2003  
8 - 9 a.m. – WRQ Bike-to-Work Month kick off celebration;  
8:30 a.m. – Grand Opening of Bikestation Seattle



**Visuals:** Speakers arrive by bike and use system. Bikes, electric scooters and new state-of-the-art electronic access system at the glass-enclosed Bikestation Seattle facility. Reporters can access bikes with the new system; *demo video b-roll available. Press availability throughout the day.*



**WHO:** Technology, transportation and civic leaders will help kick off this first of its kind service and launch the newest trend in urban mobility.  
**Ron Sims, county executive, King County; Doug MacDonald, secretary of transportation WSDOT (invited); Richard Conlin, Seattle city council member; Heidi Wills, city council member, Doug Walker, WRQ chairman & CEO; John Boesel, president, WestStart (advanced transportation technology organization); representative of Senator Patty Murray; Radio Host Val Stouffer will serve as mistress of ceremonies.**



**WHY:** The metropolitan Seattle area is leading the nation with this next-generation “mobility center” providing flexible connections and access to multiple modes of transportation -- bikes, electric scooters, hybrid (electric) cars and public transportation. This connected mobility service is the leading edge of a national trend toward greater choice and options in transportation that can lead to less congested roads and cities, reduced air pollution and improved quality of urban life. Seattle is well suited to be a leader in this endeavor, being a national trendsetter in everything from electronics to coffee. Interestingly, there are some parallels when it comes to choice: just as consumers now have remarkable options in their morning brew -- double decaf non-fat latte -- commuters are starting to develop choice in their transportation – bike, scooter, bus, car, with storage and service.



*Bikestation Seattle is a cooperative project whose partners are leaders in their respective fields: King County Metro Transit, one of the nation's most innovative public transportation agencies; WestStart, the nation's largest advanced transportation consortium; Bikestation, a national leader in connected bike services; City of Seattle; Sound Transit, Flexcar, the nation's largest car-sharing provider; and the U.S. Department of Transportation's Federal Highway Administration and Federal Transit Administration.*



[www.bikestation.org](http://www.bikestation.org)