

PRESS RELEASE

October 12, 2009

For Immediate Release

Going Green Bike Share System/ZotWheels Launch

IRVINE, CA. - The UC-Irvine [ZotWheels](#) bicycle-sharing program has been launched, utilizing the Going Green Bike Share System, a vending system developed by Central Specialties Ltd. of Crystal Lake, Illinois. The Collegiate Bicycle Company, of San Diego, Ca., provided the bicycles. This cutting edge transportation program is the first and only fully automated system at an American university and is modeled after similar programs in cities such as Paris and Barcelona.

Students may check out a bike, at any of four automated bike stations located throughout campus, using a membership card. They can then return the bike to any of the locations, after their ride. The goal is for students to leave their cars behind and commute in a sustainable, healthy, and fun way.

UC Irvine already has plans to expand the service. Highlights of the ZotWheels bike share program include:

- Program is a 3rd Generation (automated) bicycle-sharing network, utilizing RFID tracking technology.
- Their goal is to provide an alternative to driving, when making short trips around campus, while at the same time, increasing community health and physical fitness.
- ZotWheels, the Going Green Bike Share System and Collegiate Bikes provide faculty, students, and staff the ability to check out a bike using a ZotWheels membership card and return it to any of four locations throughout campus.
- A user's card is automatically associated with the bike checked out, thus holding them accountable for its timely return.
- A software program wirelessly tracks all the bicycles so that a particular bike's checkout and check-in history is known in real-time.
- The user receives messages acknowledging their rental, reminding them to return the bike, and acknowledging the bikes return and the transaction's completion.
- The bikes feature a custom UC Irvine design including the Anteater's school colors, logos, and graphics.

- ZotWheels was developed as a partnership between UC Irvine Parking and Transportation, Central Specialties Ltd., and The Collegiate Bicycle Co..

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Central Specialties, Ltd. (CSL), manufacturers commercial strollers and vending systems for the shopping center and amusement park industries.

CSL has over six hundred vending systems in shopping centers throughout the USA, Canada and overseas. In May of 2008, CSL was asked to consider modifying its proven stroller vending systems to handle bicycles, and the Going Green Bike Share System was developed.

For questions, please email us at bikequestions@cs ltd.com