Who is Zagster?

• Consulted in the bicycle space since 2007
• Moved away from consulting because we kept getting approached by apartment complexes, campuses and hotels
• We now have a nationwide network of over 550 bicycles in 50 locations
• Created the only carbon methodology for bikes approved under the UN
Problem

• Hotels are always looking for low-cost, high-value amenities to differentiate themselves, especially if they are green!
• While bicycle transportation is on the rise in urban areas around the country, only the early adopters like Kimpton have responded
• Buying, maintaining, cleaning and insuring bicycles is a major hassle and hotels are not in the bike business!
The Solution—Zagster!
WE DO EVERYTHING

The Bikes
The Maintenance
The Technology
How guests get a bike

1. Guest signs up online or goes to concierge
2. Guest receives code to enter into bike
3. Guest rides bike and uses lock anywhere during trip
The logistics

Where the bikes are placed
• In the parking garage
• Outside on the property in the elements

What the hotel needs to do
• Provide space
• Train staff on how it works

How long until installation
• We can have bikes in the ground in two weeks!
Select Zagster Customers...
Hyatt Regency Cambridge

"Zagster has provided Hyatt Regency Cambridge an entertaining and active amenity for our guests."

Nick Koonz
Director of Rooms
Hyatt Regency Cambridge
ZagStar at the Hyatt Regency Cambridge

- Unsolicited story about the power of Zagster at the Hyatt Regency Cambridge
- Santo stayed at the hotel with his girlfriend during the fall of last year
- Originally had no idea about Zagster, he just asked the concierge about bike rentals. Took out a Zagster bike with his girlfriend for the day and explored Cambridge in Boston
- He now checks at hotels prior to see if they have bicycles to rent
- He is more likely to stay at a hotel if they have bikes on the property
- Next time he is in Boston, he will be staying at the Hyatt Regency
- Pushing for Zagster at his apartment complex
Why Zagster makes sense

• Provide a low-cost, high-value amenity to hotel guest
• Stay competitive in hotel market
• You do nothing, Zagster takes care of everything including the maintenance
• Promote sustainability, obtain LEED credits and track carbon reductions
What about Hubway?

- Meant for commuting rides under 30 minutes
- To take out for the day it would cost $100.00
- Doesn’t have bikes for children or allow rentals for riders under 16
- Hubway is complimentary not a competitor to Zagster
You can get Zagster for as low as $100 per bike per month
Partner with Zagster today!
The Zagster Bike
The Zagster Bike Rack
The Zagster Unlocking Technology
Sample Marketing Materials

NEED A BIKE?
BORROW OURS.

Reserve your Zagster days or seconds in advance, online or at the bike.


You can be riding a Zagster bike in minutes. They’re seconds away!

HOW DOES ZAGSTER WORK?

1. JOIN
Zagster bikes are great bikes you can use by the hour or day. Become a member at zagster.com/related by completing a basic application.

2. RESERVE
Book your bike online hours or days in advance, or right next to the bike with your smartphone. They’re available by the day, just return by midnight.

3. UNLOCK
Walk to the bike, get the key and unlock the bike using the code we text you.

4. RESERVE
Have fun, be safe and just text “DONE” after you lock up the bike to end your reservation. It’s that easy!

Zagster is a great alternative to owning a bike or even using a car. Use them when you need ‘em, we take care of the rest.