Lime has created path to success

Expert say firm’s cycle plan could work, unlike others

Ben James

A NEW hire bike scheme has launched in Sydney.

American company Lime dropped 300 of its electric bicycles across the city last Friday with hundreds more promised over the coming weeks.

San Francisco-based Lime is following in the footsteps of the likes of Ofo and Reddy Go who pulled out of Sydney earlier this year.

However, transport expert Michiel Bliemer said this time the bikes could be here to stay.

The company claims it has had a presence in the city for six months in order to learn from the mistakes of competitors.

Professor Michael Bliemer.

All of its bikes are electric, which experts say make the business model more sustainable.

The company says it cannot afford to have bikes dumped or stolen and so has fitted them with GPS sensors. The bikes also have an anti-tilt sensor to notify staff when they have been dumped on their side. Weighing in at 35kg they are also less likely to be found dumped in trees.

The company has employed 50 full-time staff in Sydney to manage the scheme.

Professor Bliemer, from the University of Sydney said Sydney had “great potential” to be a cycling city and said Lime could be the company to realise that potential.

“The other schemes didn’t discuss and work with local government about how best to place their bikes,” he said.

“But Lime appear to be working more closely with them. If they are well managed, they have a good chance of succeeding.”