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Generation Investment Management invests in Motivate to facilitate merger with 8D Technologies

Generation Investment Management (“Generation”), the global sustainability focused investment firm, has invested in Motivate, the global leader in bike share operations. The investment will facilitate Motivate’s merger with 8D Technologies, the industry-leading bike share technological solutions provider.

By merging with 8D, Motivate will be able to streamline operations for its client cities starting with Ford GoBike in San Francisco, take control of its supply chain, ramp up production of equipment, seamlessly fuse software and hardware production, and enhance its culture of innovation. Ultimately, this will help Motivate serve more cities and get more people involved with this sustainable and healthy mode of transportation.

David Blood, Co-founder of Generation and Member of the Board of Motivate, commented on the transaction: “Bikes offer a great way for people to move around cities in a healthy and sustainable way, but individual bike ownership can be challenging. Bike sharing allows more people to use bikes as part of their daily lives. Motivate is a clear leader in operating bike sharing systems, and we are excited to partner with their impressive team as they are working to innovate and lead the growth of the bike sharing market.”

Generation’s Growth Equity fund focuses on investing in growth stages businesses that remove carbon from the atmosphere. It targets companies within the mobility, energy and industrial sectors, among others.

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ABOUT GENERATION

Generation Investment Management LLP is dedicated to long-term investing, integrated sustainability research, and client alignment. It is an independent, private, owner-managed partnership established in 2004 and headquartered in London. Generation Investment Management LLP is authorised and regulated in the United Kingdom by the Financial Conduct Authority.

ABOUT 8D

8D Technologies is a world leader in the development of the most advanced, intelligent wireless, Machine-to-Machine (M2M), multi-function point of sale (POS) solutions, based in Montreal, Canada. 8D’s unique green urban transportation management and payment solutions include the award-winning city parking system (8D APMS™) and bike share systems deployed on four (4) continents, in the USA (Boston, Jersey City, Minneapolis, New York City, Seattle, Washington DC area), UK (London), Australia (Melbourne), Canada (Montreal), and in the UAE (Abu Dhabi). This solution features 100% solar-powered wireless terminals that can manage both street parking and municipal bike-sharing services. It also features real time wireless payment, remote management and monitoring of all terminal functions and components in wired and wireless environments.