



## It's been a fall of revolution

in Boston. Occupations, demonstrations, and transportation have defined life on the streets across the city. You have been part of that revolution—you may be one vest, one tri-peak hat, and a pair of buckle shoes short of these guys, but you are in every way a revolutionary rider.

New Balance Hubway has had an amazing season, thanks to leadership from Mayor Menino, Nicole Freedman, our sponsors and, more than anything, our riders. In the first ten weeks of operation, Hubway riders logged 100,000 trips! We look forward to carrying this momentum through the off-season and will launch the system again in the spring with renewed vigor.

As the operating season draws to a close and you pull on your mittens to ride to work, take a look at our newsletter for news, system updates, and an intimate look at the mysterious people behind Hubway.



## Goodnight Hubway

It's sad but true; New Balance Hubway hibernates for the winter. We're not happy about the impending winter either, but we don't want you or our bikes ice skating out there! [Get the skinny](#) on system shutdown, weather updates, and more.



## Make a Scene! Upcoming Events

Bored? You shouldn't be, Boston is awesome and full of things to do, especially with Hubway! The New Balance Hubway Pie Ride is just around the corner. Come help bring bikes in for the season, and [get a free pie!](#)

## Hubway on the Rise: Expansion Update from MAPC

Check out [MAPC's latest](#) on the Hubway's proposed expansion into Cambridge, Somerville, and Brookline!

## Safety: Are You a Perfect 5?

The model New Balance Hubway rider can be seen wearing a helmet, riding on the right side of the street, watching for car doors opening, following all traffic laws, and looking out for each other. [Read about scoring safety points.](#)



## Bike Stars: New Balance Hubway in the News

Yeah, we're famous like that. From our launch in July to over 100,000 rides, we've enjoyed a season on Boston's center stage. Check out the hype [here](#) and see how our marketing manager fared racing Hubway against cars and trains.



## It's a Hubway Life

You may have seen Galen Mook biking around town while simultaneously laying down some sweet beats on an empty 5 gallon bucket. Or maybe he taught you how to ride at your school. [Learn more about this champion of the Boston cycling scene and anchor of the New Balance Hubway Street Team.](#)



### Keep your Hubway key!

Your key will remain active for 365 days after you activate it online, right into the 2012 season. If your key is damaged or lost, please contact customer service at 1.855.4HUBWAY, and we will ship you a new one.

## New Balance Hubway Today: Stats

- Total rides to date = 130,000+
- Total members = 3600+
- Busiest day = 2,124 (10/9/2011)
- Most miles per ride = 50 miles in Hub On Wheels 2011 (not recommended).
- Total riders at the Hub On Wheels 2011= 5,000
- FB followers = 3,320
- Twitter Followers = 2,370



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