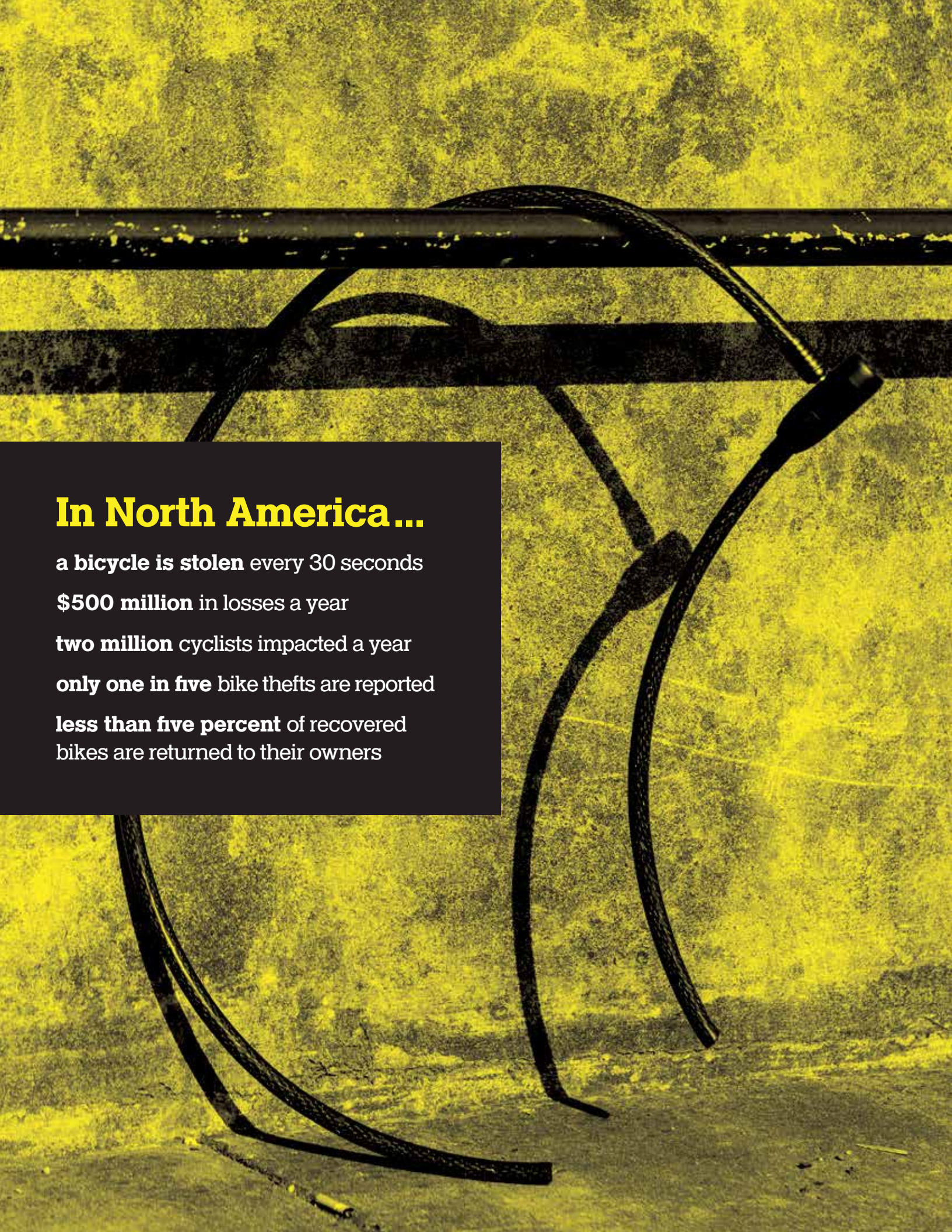


A bicycle is stolen every 30 seconds

Join our campaign to
end bike theft.



Defenders of the Modern
Mobility Movement



In North America...

a bicycle is stolen every 30 seconds

\$500 million in losses a year

two million cyclists impacted a year

only one in five bike thefts are reported

less than five percent of recovered bikes are returned to their owners



RIPPED OFF

My bicycle was stolen in 2011. It was parked on the top floor of a secure parking garage in Seattle in a building with on-staff security, HD cameras and key fobs required at every entry. My high-end custom mountain bike was triple-locked to the back of my truck in preparation for an early-morning road trip.

When I walked out that morning I found shattered glass, an empty truck and a trashed bike rack. My trip was ruined, I experienced more than \$10,000 in loss and three months later I would discover that my identity and online accounts were compromised.

Rather than accepting this as the cost of living in the city, I chose to take action. I put the word out to my mountain bike team and, within an hour, the news had reached more than 9,700 cyclists. Thirty days later, a friend of a friend of a friend notified me that my bike was on eBay along with a dozen high-end laptops, a handful of \$500 Home Depot gift cards and some expensive photography equipment.

With the help of the Seattle Police Department, I got my bike back, but it would be three years before charges would be brought. The fence was convicted of felony possession and trafficking of stolen property, yet received a mere six months of house arrest for many years of criminal activity.

There had to be a better way

Bike theft has grown into a massive, organized and nearly risk-free endeavor costing our communities millions of dollars each year. Beyond the financial impact, the epidemic undermines the investments made by communities to promote cycling as an alternative form of transportation. Yet, law enforcement and others have had their hands tied by inadequate systems that deliver abysmal results. Until now, there hasn't been a simple, comprehensive way to register, report and recover stolen bikes across North America.

The community-powered solution

529 Garage was started by a small, highly experienced team with a 10-year plan to cut bicycle theft in North America by 50 percent. Today we are the largest, most widely used bike registry on the continent, serving our partners with a growing database of more than 400,000 searchable bikes.

Beyond the easy-to-use app and extensive database is one defining element. We call it the community effect. 529 Garage unites everyone involved—law enforcement, universities, bike shops and cyclists—through a single platform to fight bike theft as a unified force.

We invite you to join us in our campaign to **#endbiketheft**.

J Allard
Founder and CEO, Project 529

The 10-year plan

We believe cycling is important to the future of urban transportation and to the well-being of citizens. Unfortunately bike theft undermines these goals while ushering in a host of other problems.

To help fight theft we have a 10-year vision staged in three phases. Phase one is complete, having focused on education, registration, reporting, recovery and increasing pressure on the black market. Phase two targets the creation of industry standards, registration at point of sale and expanding the geographical reach of the program. Finally, phase three focuses on legislation, integration and standardization of all of the key touchpoints and systems to eliminate redundancy and errors.

Over the next 10 years, Project 529 plans to connect the full lifecycle of a bicycle—manufacture, purchase, ownership, service and resale—with systems and policies across private and public sectors to become the new normal for cyclists in North America. We are, and will continue to be, defenders of the modern mobility movement.



Progress to date

Founded December 2013 in Portland, Oregon

2014

- March**
SRAM strategic partnership
- April**
529 Garage debuts at Sea Otter
- June**
First 529 recovery!
- August**
Amazon store launched
- December**
eBay and Craigslist petition (51,204 signatures)

2015

- February**
Portland Bike Theft Task Force established
- March**
Portland bike census complete
- April**
ABUS strategic partnership
University of Oregon pilot
- May**
Bike Index registry integration
- October**
Vancouver Police Department launch
MEC strategic partnership

2016

- May**
Vancouver registers 10,000 bikes
- June**
Granville Island launches Operation Ruby
- September**
Operation Hands Off registry integration
- October**
12th BC municipality launches
- December**
90th BC bike shop on board

2017

- January**
National Bike Registry acquisition and integration
- February**
Park Catalog distribution partnership
Hawley Lambert distribution partnership
Business Watch International strategic partnership

The epidemic

Bike theft is a poorly understood problem with inadequate data and limited prosecution. It has evolved in the last two decades to become one of the lowest-risk, highest-return widespread criminal endeavors. There are at least \$500 million in losses every year in North America, with a bike stolen every 30 seconds and more than two million cyclists affected.

No city or town is exempt. Today's thieves are highly savvy, taking advantage of online marketplaces such as eBay, Craigslist and Kijiji to make a quick profit as bikes jump jurisdictional boundaries, undetected by victims or law enforcement.

Bike recovery is expensive for cities

Law enforcement does a remarkable job recovering stolen bicycles—often found in seizures for unrelated crimes—but about 95 percent go to auction or charity because there's no easy way to find the owners. Hundreds of bikes clutter a typical urban property office, and the cost of processing an individual bike routinely exceeds the value of the bike itself. Despite incredible frustration by victims and the cycling industry, only one in five stolen bikes are reported to law enforcement.

The full cost of bike crime

Property value is just the beginning. There are many other issues related to bike theft.

FEWER CYCLISTS. About 10 percent of theft victims won't replace their bikes, and another 15 percent may inadvertently fuel the black market by purchasing cheap—and often stolen—replacement bikes from unregulated online resellers.

SECONDARY CRIMES. It's estimated that 20 percent of bike thefts attach to another crime, such as break and enters and car break-ins.

BLACK MARKET. Illegitimate used bike sales represent about 10 percent of the bicycles sold in cities, taking legitimate sales from bike shops. This has contributed to more than 20 percent of local bike shops closing since 2000, impacting local jobs and reducing tax income for communities.

DRUG TRADE. Most urban bike theft involves the exchange of illicit drugs or the cash to buy them.

HIGHER PREMIUMS. Insurance premiums climb for everyone as a result of the frequency and reach of this crime.



What's behind the rise in bike theft?

The growth in cycling, a rise in urban commuting and an increase in bicycle value have all contributed to the growth of this epidemic. Adding to this is a lack of knowledge about effective locking techniques and a reluctance by cyclists to report thefts because of high insurance deductibles and low return rates.

In researching this problem, we've deduced the five systemic problems that fuel the epidemic.

Lack of compulsory registration

Unlike cars, trucks, motorcycles and airplanes, bicycles are the only primary mode of transportation that does not require registration. Without this, it is almost impossible for law enforcement to validate theft in a suspicious situation, making seizures, arrests and prosecutions nearly nonexistent.

Unregulated online marketplaces

Resellers of used merchandise on sites like Craigslist, Kijiji and eBay are not held to regulations like their brick-and-mortar counterparts. They don't need to verify seller or buyer, record or report serial numbers or collect taxes for the resale of used merchandise.

Lack of industry standards

All cars, motorcycles and boats have industry-standardized VINs, yet serial numbers on bicycles are optional, aren't standardized and often include several sets of numbers and letters, which result in common data entry errors.

No cross-jurisdictional data sharing

With the use of online marketplaces, criminals often list stolen bicycles in neighboring communities rather than where they are stolen. The difficulties of sharing data among police departments mean a bike recovered in one community but stolen from another will likely never find its owner.

Antiquated systems

More than 90 percent of recovered bikes are run with exact serial number searches to see if there's a valid police report, and then, only when the bike is initially received. It's a system riddled with potential mistakes, contributing to the low return rate.

Our mission is to cut bike theft in North America by 50 percent by 2025.

Based on proven tactics:



Block Watch



Pet microchipping



License plate numbers



Home security decals



Intuitive search



Smartphone apps

Battle-tested strategies

529 Garage combines proven law enforcement and community policing tactics with modern technology to tackle the bike theft epidemic.

Community engagement

Block Watch works because community members act locally to support law enforcement. 529 Garage lets people instantly share details of a theft to a large community and allows for the community to supply tips to victims and law enforcement.

Local business networks

Like pet microchipping at a veterinary clinic, bike shops act as critical hubs to activate registration and check suspicious bikes while educating cyclists about proper locking and reporting.

Rapid identification

The 529 Shield has a unique seven-character ID similar to a license plate number. Easily identifiable and tamper resistant, it doesn't require a special reader to quickly call it in, jot it in a notebook or add it to a report.

Criminal deterrence

A home-security decal or sign in the front yard stops thieves in their tracks. The 529 Shield is a similar barrier to warn thieves that law enforcement and the community will be alerted of the loss.

Intuitive search

Using the latest search technology, 529 Garage enables partial serial number and misspelled searches. Zoom the map to a unique area and the list narrows while offering full serial numbers and photos to help dispatch, a property office or a bike shop to find the exact match.

Smartphone enabled

Dedicated smartphone apps and a responsive web experience allow officers to use 529 Garage from any device. An integrated text message solution enables searches from any device with standard text messaging.



The 529 Garage registration and mobile app is FREE for cyclists.

The next-generation platform

Project 529 was founded by two software veterans, J Allard and Lara Ferroni. The two worked together in the 1990s creating Microsoft's Internet server platform, which hosted more than one-third of all Internet servers by the year 2000. With deep technical and design experience, the 529 team continually incorporates the latest technology standards and design attributes to make 529 Garage secure and easy to use.

MODERN. The 529 Garage interface design and user experience meet the expectations of today's mobile users.

SIMPLE. 529 Garage is easy to use for everyone, with features designed specifically for cyclists, officers in the field, property office managers and bike shops.

SECURE. All of our transactions are passed over encrypted connections, data is hosted in secure data centers and we use role-based security throughout the platform.

PRIVATE. The only personal information we require from users is a valid email address, and we let our users control who they share their information with.

FAMILIAR. 529 Garage utilizes a common experience across all devices to make it easy to learn and encourage usage.

SOCIAL. Community is at the heart of the solution. 529 Garage leverages the power of social networks—from nearby cyclists to Facebook friends.

INTEGRATED. The systems involved in bike sales and theft are complex and varied, so we've designed 529 Garage to be flexible, interoperable and built on key industry standards.



A shield against bike theft



The 529 Shield is a small tamper-resistant sticker with a seven-character ID. Unlike UPC or QR codes, it doesn't require specialized equipment or training to quickly identify bicycles under suspicious circumstances. The Shield ID can be integrated with retail POS systems and online marketplace listings and uses a validation algorithm making it nearly impossible for the ID to be entered incorrectly.



User-friendly registration



Registration is simple with the 529 Garage iOS and Android apps or with any web browser. Sign-in uses email or one-tap authentication with Facebook, Twitter or Google. Partners can register bikes on behalf of owners, making registration easy at community events, universities and bike shops. There are more than 22,000 bike models from nearly 2,900 manufacturers included in the app.

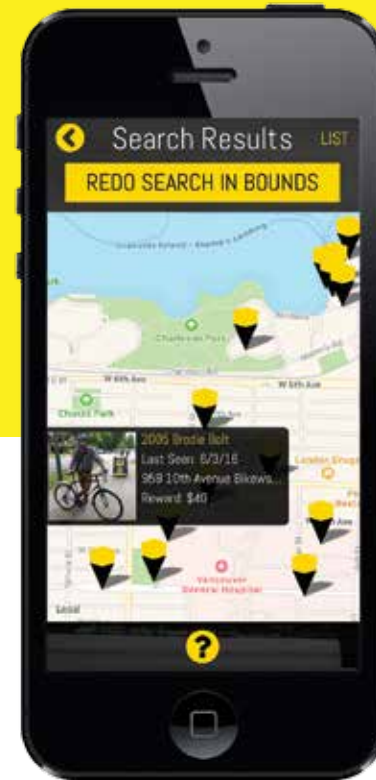


Fast and complete theft reporting



529 Garage allows a cyclist to immediately capture theft details and share them with the cycling community, social networks and law enforcement directly from their phone. Notification to the 529 network alerts fellow users within a 15-kilometer (10-mile) radius, while making it searchable by law enforcement partners. The platform also generates a PDF with bike and theft details to be shared with law enforcement and insurance along with a printable "Missing Bike" poster.

Simple search and recovery



529 Garage gives organizations a powerful tool to search all registered bikes whether they've been reported stolen or not. Users can specify a search region using a visual map, and add bike attributes and partial information. If a bike is found, officers can contact owners via the 529 service, which will generate an email to them on the officer's behalf.

Community members that find a bike can contact the owner with the "Send A Tip" button. Law enforcement can automatically receive tips in their area, with photos to help identify an exact location or get sufficient cause to investigate.



A brand new bike

Emily and Josh are long-time cyclists. Die-hard commuters who ride hills to work in all four seasons. When Emily buys a new Biomega, her local bike shop asks her about registering it with 529 Garage. Like many cyclists, Emily knows exactly what it means to lose a favorite bike. Sure it's expensive, but you never forget the personal loss. She willingly purchases a 529 Shield and adds in another for Josh.

The smart decision

It doesn't take long for the bike shop to register Emily's new bike. They add basic details like the serial number, make and model along with photos. The salesperson shows Emily how she can easily register Josh's bike on her iPhone as soon as she gets home. And she's right. Registration on the mobile app takes five minutes and Josh adds photos of his custom paint job and unique bar tape.

Disaster

That afternoon Emily and Josh head out to test her new bike with a ride to their favorite sushi bar. They've been using U-locks for years but, in her hurry, Emily didn't consider that locking her seatpost to the rack wasn't going to do the job. When they leave the restaurant they find Josh's bike untouched and Emily's simply missing.

The feeling is heart stopping. But Emily has the support of 529 Garage. In a few taps she sends a message to the 529 community, her social networks, the local police department and her insurance company, enlisting the aid of hundreds of fellow cyclists.

Case closed

Three weeks later, officers in a nearby town recover 12 bicycles in a drug-related seizure. One of them is Emily's. They take the bikes to the property office where the officer on duty identifies the 529 Shield on Emily's bike and immediately identifies Emily as the owner. When she sees Emily's report, the officer sends an email to Emily via the 529 service and Emily's Biomega is on its way back to her.

One network across North America

529 Garage is the largest network of registered bikes in North America and integrates with third-party databases to offer a single search solution for our partners. In January 2017, Project 529 acquired the National Bike Registry. This partnership gives law enforcement agencies, universities and independent bicycle dealers access to the most complete and fastest-growing database of bicycles in North America.



With a standardized system and more than 400,000 searchable bikes in Canada and the United States, it's finally possible for law enforcement to track and recover bikes across municipal, state and national borders.

“529 Garage is an awesome match for us. It lets us protect our inventory and rental fleet and helps us get customers in the door. But the real win is helping rescue our customers' bikes.”

Bob Dong, Union Street Cycle,
Vancouver BC



LAW ENFORCEMENT

“ Many years working bike theft in Portland has demonstrated the importance of the community tackling this problem together. Registration has always been the weakest link. If we can help cyclists register their bikes effectively, we will crush bike theft. ”

— David Sanders
Portland Police
Bike Theft Task Force



Protecting the community

In the past, law enforcement has been limited to error-prone serial number matches and fragmented databases to match recovered bikes to their owners—generally checking only once, the day the bicycle is recovered. The result? An abysmal return rate of less than five percent in most property offices. 529 Garage provides a simple and flexible solution that helps law enforcement seize and return recovered stolen bikes across jurisdictions.

Simplify on-the-street searches

Our mobile app gives officers the ability to look up reported and registered bikes quickly from their smartphones. No smartphone? No problem. The officer can radio it in to dispatch or search for bikes via SMS text.

Find owners of recovered bikes

All agencies want to return recovered bikes and reduce inventory in their property offices. 529 Garage lets departments add the bikes they've recovered, signaling an automatic search across all of the bikes registered with us and partner registries. Should a bike get marked as stolen after the bike is checked in, 529 Garage will alert the property office manager.

Publish recovered bikes with ease

Once bikes are checked in to the system, 529 Garage posts a searchable “Bike Found” record on the site, and to popular social media platforms. The service filters inquiries to ensure that all required information, such as a police report case number and serial number, is available, minimizing false alarms. This helps solve cases where the victim didn't file a report or didn't include sufficient detail.

Register bikes in the community

Law enforcement agencies have told us that competing demands take resources away from proactive policing and community relations. This is easily addressed with 529 Garage. The app has a unique feature that allows organizations to register bikes “on behalf of” their owners at community events. It even works offline for events that have poor signal reception, allowing bike details to be uploaded after the event completes.

“ The Vancouver Police Department recovers over 2,000 stolen bikes a year. Locating the victims is a significant challenge. Project 529 supports our ability to pursue criminal charges, serves to prevent future thefts and ultimately assists in reuniting victims with their stolen property. ”

— Chief Constable Adam Palmer, Vancouver Police Department



A virtual property office

In addition to the comprehensive search capability designed for property offices, the 529 Found Bike Database is a unique tool to help match found bikes to owners. The system was designed to streamline police property offices and to empower bike owners with a global, searchable source for owned and missing bikes.

As bikes come in, police staff check them in to the database with identifiable features. Unlike federal law enforcement databases, a theft victim can search the database for their missing bike. If found, the victim can provide proof to the property office to get it returned. If an owner isn't found, the bike's details have already been added to the database, making registration easy when the bike is auctioned and sold to a new owner.

“The cost of bicycle theft is bigger than the loss of the bike. It discourages cycling, invites unsavory people to our campus and ultimately hurts our university’s brand. 529 Garage is a welcome addition.”

— Paula Ellison,
University of Oregon



Bike-friendly campuses

The number of bicycles on campus serves as a magnet for bike theft and the crimes that surround it. Added to this are the abandoned and illegally parked bikes that require management and impounding. 529 Garage allows colleges and universities to streamline fleet management, enhance campus security and deliver benefits that extend beyond the campus.

Eliminate paper forms

Index cards and spreadsheets make it hard to collect information about student bikes and are impossible to manage. With the 529 Garage app, students enter detailed information, including photographs of their bike. Once submitted, their bike is associated to the university’s users, making the bike easily searchable by campus police, transportation staff and local law enforcement, in addition to being searchable across North America should the bike surface elsewhere.

Enjoy simple setup

The cloud-based system means there’s no software to install, update or deploy. Simply indicate mandatory data fields, an alert notification alias and any custom messages, and distribute 529 Shields to cyclists on campus.

Be alerted of theft immediately

If a bike goes missing, the bike owner can quickly use 529 Garage to alert nearby cyclists and their social networks to be on the lookout before the bike leaves campus. Additionally, 529 Garage automatically sends complete bike and incident details to the appropriate campus police contact, saving time and money on stolen-bike reporting.

Fleet management

Manage bike rental, bike share and permitted bicycle parking with 529 Garage. Instead of impounding abandoned or illegally parked bikes, find the owners quickly for a satisfactory resolution. Eliminate issues with vandalized bikes by contacting the owner directly before thieves pick it to the bone. The system also allows staff to add violations to registered bikes, so they can address repeat offenders with follow-ups or fines.

Building community and strengthening business

We’re big supporters of local bike shops and want to see them thrive. They’re a critical part of a community’s cycling infrastructure. As no two shops are alike, we’ve created a flexible set of offerings to give each bike shop a system that works for them. Participating bike shops are called 529 Registration Stations and are promoted through our service, social media and marketing efforts.

Boost community and loyalty through education

As veterinarians are the best advocates for pet microchipping, bike shops are the trusted authorities for bicycle security. By educating riders on proper locking, the benefits of registration and the importance of reporting, shops can help their customers defend against theft and create greater loyalty.

Generate revenue

The resale of stolen bikes can be big business with a direct impact on the bottom line of local bike shops—up to 15 percent of total sales in some regions. And bike theft discourages cyclists. Ten percent of victims don’t replace their bikes, and half the victims ride less. Lower bike theft translates into more bike shop sales, and the sale of better locks and 529 Registration Kits adds to the bottom line.

Assist law enforcement

Most bike shops are as frustrated with bike theft as anyone, yet feel helpless to address the problem. To be a part of the solution, shops can check bikes that come in for service against the 529 Garage database, can offer 529 Registration Kits for purchase and can protect their rental fleet. Some bike shops register their entire inventory and have negotiated reduced insurance premiums.

Flexible offerings

We offer a number of ways for bike shops to help customers protect themselves against theft.

EDUCATION MATERIALS.

Free collateral and posters help shops educate about proper locking, the benefits of registration and the importance of reporting.

RETAIL STARTER PACK. Includes 10 single 529 Shields for employees, 10 single retail kits, five four-pack retail kits, a point-of-sale (POS) display, education pamphlets and a window decal.

SINGLE SHIELDS. Loose Shields are available for promotion, rental fleets or in-store inventory pre-registration.

529 PROXY REGISTRATION. An easy way to make existing POS system data helpful for law enforcement, without releasing customer information.

529 POS INTEGRATION. Real-time registration at point of sale for select POS systems.



Vancouver BC

In the summer of 2015, a 25-year veteran in the Vancouver Police Department named Rob Brunt was put on desk duty. A car accident left him unable to patrol the area he had spent decades protecting. Rob spent most of his time in areas like the Downtown Eastside, dealing with assaults and robberies while caring for the safety and security of area residents.

Rob isn't one to push paper. As a beat cop he'd spent hours patrolling by bike. A cyclist himself, he was concerned by the prevalence of bike theft and knew it was often attached to more serious crimes. He also knew that he and his fellow officers were simply going through the motions when they ran serial numbers on recovered bikes. Finding a successful match felt like winning the lottery. The Vancouver Police Department was doing great work—recovering more than 2,000 bikes each year—but only a few dozen made their way back to their owners.

A cycling community

Vancouver has invested heavily in cycling with an extensive network of bike lanes and paths. The city's Greenest City Action Plan has a target of more than 50 percent of trips made by foot, bicycle and public transit by 2020—work that was being undermined by the epidemic of bike theft.

Early victory

Eager to reverse the trend, Rob got to work. He circulated bike safety door hangers and canvassed neighborhoods talking to cyclists and bike shops searching for an answer. He contacted other cities across North America hoping to find a system that worked. After months of unearthing incomplete and antiquated attempts, he was introduced to J Allard, founder of 529 Garage.

529 Garage was everything Rob was looking for—and more. The online system was easy to use and even had a text messaging



option for officers without smartphones. Search was a no-brainer, and property office staff and beat patrols could quickly enter and track stolen bikes. With a pilot in place for Bike to Work week, the system took off. Registration Stations were set up around the city with lines snaking around the block. In the first five days, 1,200 bikes were registered.

Momentum picks up

Within a few months, any cyclist in Vancouver could visit one of the 10 Community Police Centres for free registration or stop by the more than 80 local bike shops to purchase a 529 Registration Kit. An Interagency Task Force was formed with a dozen BC law enforcement teams and, in seven months, Vancouver exceeded their three-year goal of 10,000 registered bikes.

The momentum was palatable. The chief of police and the mayor loved it. Surrounding municipalities wanted in. In the summer of 2016, bike theft dropped by 20 percent—the first decline in the ten years they had been measuring it. "Operation Rudy," a coordinated effort to attack theft on Granville Island, the number one hotspot in the city, resulted in a 60 percent decline that summer.

A city transformed

529 Garage has been such a success, the chief of police included it in the department's five-year strategic plan. The updated three-year goal for the greater BC area is to register 250,000 bikes.

Other cities have turned to Vancouver as a model for 21st-century policing. According to Rob, "This isn't just a bike registry. It's a bike revolution."

90+ bike shops serving as 529 Garage Registration Stations.

Endorsed by the **Vancouver Parks Board** and the **BC Crime Prevention Association**.

Winner of the **Vancouver City Innovation Service award**.

*From summer 2015 to summer 2016

Common questions

Q: Why do I need a special app to use 529 Garage?

A: Our smartphone app isn't required but it provides some nice benefits, such as bike alerts, offline registration (great for events or garages with no reception) and geo-location. For those without the app, our responsive website adapts to tablets, phones, computers and even TVs.

Q: Why didn't you use more advanced technology such as RFID, QR codes or microdots for the 529 Shield?

A: Our seven-character code is simple and familiar, and most importantly it's universally compatible with all of the systems our partners use. Whether it's read over a radio, written in a notepad or added as a detail in an existing system, it always works. The simple code also means that no additional cost, equipment or training is required for staff.

Q: Do you have any informational materials we can share?

A: Absolutely. As a 529 Garage partner, you have access to our complete, print-ready library which you can print directly or adapt to incorporate your branding or community-specific messaging.

Q: What's your business model if registration is always free for cyclists?

A: We feel that bicycle registration should be available for free to all cyclists to encourage adoption. We're not a profit-seeking organization but we look to our agency partners to help us cover our engineering and service costs through a modest license fee. We also charge a nominal amount for 529 Shields (\$10.00US/\$12.99CAN at bike shops) to help recover our costs.

Q: We already have a bike registration system; why should we move to 529 Garage?

A: We'd love to have you on board but if you're satisfied with your system, then let's talk about working together. It's likely that thieves near you are fencing bikes outside of your area. We can import your registration information, or connect to your service by API and make it available for law enforcement across North America, so they can contact you if they find a bike that you've registered.

Q: If the epidemic is as big as you say it is, then won't I receive dozens of alerts a day?

A: Alerts are geo-targeted, meaning that only thefts reported within a 10 mi (15 km) radius of your location will be sent to you. While we see more alerts around some of our campus partners, we've heard that the frequency helps increase the awareness of the epidemic. Users can turn off the alerts and subscribe to an email "digest" that sends out a daily "hotsheet" of new reports in their area.

Q: Why not just use Twitter instead of alerts?

A: Creating hundreds of regional Twitter feeds is neither practical nor what Twitter is designed for. The benefit of real-time alerts is to send a message to area riders that might be able to spot a bike before it disappears. Subscribing to "529 Denver" isn't useful for someone on vacation in Miami.

Q: Isn't it dangerous to let the public search your database?

A: We're very committed to both security and privacy. Only our law enforcement partners have access to the full bike registration database, and even they cannot view owner information directly (unless they registered the bike for the owner). When an owner is victimized, they choose how much information they want to make publicly searchable. Most of our users opt to have our system act as an intermediary and do not publish contact information.

Q: Can I order custom 529 Shield designs to incorporate our brand?

A: Unfortunately, no. Cost is one factor—the physical design and printing of the Shields is unique and requires large volume runs. We have also found that during the lifecycle of many bikes, they change owners or affiliations (graduating college for example).

Finally, by sticking with one single visual design, it sends a consistent message to thieves: "If this bike goes missing, the police and community will be on the hunt."

Q: What's the significance of "529"?

A: About 13 years ago, we started a mountain bike team to help find some work-life balance. All of the founders felt their 9–5 jobs were starting to take over so we called the team the 529 Legion, signifying a commitment to "the important hours of the day."

In one year...

20,000+ bicycles registered in year one.

A 20 percent decline in bike theft.*

A 60 percent decline in bike theft on Granville Island.*

12 BC municipalities added in 2016.

Our partners

ABUS	HUB Cycling
529 Legion MTB Team	International Mountain Bike Association (IMBA)
Amazon	Mountain Equipment Co-operative
BC Crime Prevention Association	National Bike Dealers Association
BC Interagency Task Force	National Bike Registry
Better Environmentally Sustainable Transportation (BEST)	National Interscholastic Cycling Association (NICA)
Bike Index	NW Trail Alliance
BikeRegistry.com	OfferUp
BTA/The Street Trust	Operation Hands Off
Business Watch International	Park Catalog/Sustainable Sites
Canadian Independent Retailers Association	People for Bikes
Cascade Cycling Club	Portland Bike Theft Task Force
Evergreen MTB	RideWithGPS
Hawley Lambert	SRAM
	World Bike Relief

...and a growing list of independent bike shops, universities and police agencies all committed to

#endbiketheft



www.project529.com