

*Life is too short
for traffic*

WHAT is MyGo Pasadena?

MyGo-Pasadena is a program sponsored by the City of Pasadena and the Los Angeles MTA that provides rebates to transit commuters to purchase a two-wheel electric vehicle from one of several participating Pasadena dealers. The goal of the program is to demonstrate the value of these electric vehicles as new transportation options to connect to Metro Gold Line transit stations in lieu of the single occupancy automobile.



SIGN UP TODAY at
www.mygo-pasadena.com
and receive a complimentary
MyGo commuter bag and
beverage jug with your
e-bike purchase.



WestStart-CALSTART

48 S. Chester Ave.
Pasadena, CA 91106
Ph: (626) 744-5600
Fax: (626) 744-5610
www.weststart.org

Get an instant rebate on
a new electric bicycle to commute
to your Pasadena Gold Line station,
plus a monthly **cash** reward!



Way to go.



Are you looking for a healthy,
enjoyable alternative to your car
that saves you money each month?

Want to access the Gold Line but
can't find – or don't want to pay
for – car parking?

The solution is here.

WHY should you become a MyGo-getter?

Taxes, depreciation, finance charges, registration, insurance, gas, maintenance, and parking fees are only some of the expenses incurred by owning and operating a car. According to AAA, the average car ownership cost in 2006 has been calculated at approximately 52 cents per mile, compared to that of an electric bike which is approximately 5 cents per mile. Car commuters driving 15 miles round trip per day who make the switch to an electric bike will benefit by saving as much as \$150 per month! And the reduction in city congestion and harmful exhaust emissions will benefit us all.

WHO are the MyGo-getters?

MyGo-Pasadena seeks Gold Line transit commuters and other local residents who would be interested in driving a two-wheel electric vehicle rather than their car to one of the following Gold Line stations:

- Sierra Madre Villa
- Memorial Park
- Del Mar

HOW do I become a MyGo-getter?

Register online at www.mygo-pasadena.com and, if you qualify, we will send you an Orientation Package and Users Agreement in the mail. Take your signed agreement to one of our participating dealers and get started on a new, healthier way of life.

Or contact:
 MyGo Project Manager
 WestStart-CALSTART
 48 S. Chester Ave.
 Pasadena, CA 91106
 Call: (626) 744-5679



Join the MyGo-getters and earn your rewards now!

Everyone who signs up and qualifies for the MyGo program automatically receives an instant rebate of \$500 off the purchase price of their electric vehicle and safety accessories package. To qualify for the program, you must pledge to use your e-bike for at least 2 days per week to commute to your Gold Line Metro station. Look below at the additional rewards you can enjoy when you use your bike three or even four times a week. Go for the Gold!

Rewards Program: (amount awarded in addition to rebate for usage performance*)

	Usage Performance	Monthly Award
Bronze Level	Commute to a Gold Line station 2x/week from date of initial purchase until 12/31/07	\$10
Silver Level	Commute to a Gold Line station 3x/week from date of initial purchase until 12/31/07	\$20
Gold Level	Commute to a Gold Line station 4x/week from date of initial purchase until 12/31/07	\$30

* Rewards will be administered on a quarterly basis after usage has been verified.

Choose your vehicle

To enroll in MyGo-Pasadena, choose your vehicle and take your signed Users Agreement to a one of the following bicycle dealers to receive your instant rebate. Get your Users Agreement and more information on the vehicles at www.mygo-pasadena.com.



Suede-E electric bicycle:



Exclusive MyGo Dealer for Giant Suede-E:
Jones Bicycles II in San Marino
 (626) 793-4227



Europa electric bicycle:



Exclusive MyGo Dealer for the Tres Terra Europa:
Incycle in Pasadena
 (626) 577-0440