Mission Statement
Established in 2006, Fuji University (Fuji U) is a program that seeks to make bicycles readily available to students, faculty, staff, and alumnae of colleges and universities across the United States. By providing high-quality and lasting means of alternative transportation, Fuji U reduces automobile dependence, strengthens sustainability initiatives, decreases on-campus congestion, and promotes the development of healthy lifestyles within the college-aged community and beyond.

The Fuji Family
Fuji Bikes, one of the largest and oldest surviving bicycle brands in the world, is owned by Advanced Sports International (ASI), a privately held corporation headquartered in Philadelphia, PA. While powered by the brand for which it’s named, the Fuji University program is strengthened by its ability to offer—in addition to the Fuji line—the rest of ASI’s family of brands.

Fuji University Program Types

Purchase Programs
Universities provide students with the opportunity to buy a bike at special pricing. Emory University, for example, has a purchase program where students can buy a bike at a discounted rate. The university then works in conjunction with a local Fuji dealer that both builds the bikes and offers maintenance programs to students throughout the school year. In the event that the university already has access to an on-campus bike shop or student-run maintenance program, Fuji can work directly with the established shop to purchase Fuji University Purchase Programs.

Rental Programs
It’s a trend that would prove to not rather than purchase a bike, universities can offer rental bikes at special pricing. Universities can offer rental programs to students for semester-long or year-long intervals. Rental programs eliminate a student’s need to transport their bike to and from school, to store the bike during summers, and absorb maintenance and storage fees. It is also a more affordable option for the student looking to ride only for a semester.

Bike Share Programs
With the proper support and infrastructure, bike share programs are an ideal transportation alternative for campus communities. If a university is interested in establishing a bike share, Fuji University is happy to offer bike share fleet sales to schools at competitive pricing. The incorporation of a local shop or an on-campus bike club with daily access to bike maintenance is crucial to the success of any bike share program.

Other Programs
In addition to the above, programs are available for mountain bike, cyclocross, and road cycling teams associated with your school. We are also happy to customize a program to suit your individual campus’s needs.

Existing Programs

Emory University
Since 2007, Bike Emory has been providing bicycles to students at special university pricing through a nearby Fuji dealer, Bicycle South. Through Bike Emory’s website, students can order bicycles that are delivered to their dorm rooms on the first day of school. In addition to their purchase program, Emory also offers bicycles for rent to students in semester-long and year-long intervals.

Michigan State University
Michigan State University offers bicycles both for sale and for rent. Unlike Emory—whose students purchase bikes through a local dealer—MSU has its own on-campus shop, whose proceeds funnel back into the university’s bicycle program.

Other Fuji Universities

- Western Kentucky University
- University of Michigan
- University of Massachusetts – Lowell
- University of Minnesota
- Texas Tech University
- University of Arkansas
- Harvard University, Quad Bikes
- Lynn College
- Colgate University
- Virginia Commonwealth University
- Fort Lewis College
- University Of Montana
- Boise State University
- Rensselaer Polytechnic Institute
- St. Cloud State University
The Benefits of Biking

To Students

• According to the AAA’s annual “Your Driving Costs” study, the average American car owner pays $8,946/year to maintain their vehicle. Add the average $419.30 ($209.65/semester) that American students spend on campus parking every year, and you’ll arrive at an overall cost of $9,356.30 to own, operate, maintain and park a car.

• With that money, a student could purchase not only a bicycle (SE Draft $299), but also a u-lock (approx. $15) and helmet (approx. $40). And they’d still save upwards of $9,000/year by leaving their car at home. More than just cost-effective, bikes are also convenient and healthy. Compact and easily stored, bikes are easy to maintain, as upkeep is offered by the shop or school where the bike was purchased. Plus, they have the built-in bonus of keeping their riders in shape.

• Universities are growing more and more bicycle-friendly as schools realize the environmental and financial necessity of replacing cars with alternative transportation. Bike racks have become a part of on-campus infrastructure, and many schools—like Temple University in Philadelphia—even have bike storage rooms in their residence halls.

• This semester, as you’re waiting in line to drop a month’s worth of pay on a parking spot, consider the alternatives.

To Schools

• In the United States today, the real estate value of a parking spot often exceeds the price of the car occupying it. In 2008, the cost of ONE standard-sized (8-10’ x 18-20’), ground-level, off-street parking space cost an average of $5,000. In 2009, parking garages averaged $22,000 to $30,000 per space, and underground parking spots hit $50,000.

• With the amount of money spent on just one, new, ground-level parking spot, a university could purchase up to 16 brand-new, premium bicycles, enabling 16 students to leave their cars at home.

• Furthermore, by providing its campus with alternative means of transportation, a campus greatly reduces its carbon footprint, as well as bolsters its appearance, its sense of community, and its eligibility for ranking as both a sustainable campus and a Bicycle Friendly Campus.


The Benefits of Biking