

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 fujibikes.com

 sebikes.com

KESTREL kestrelbicycles.com

BREEZER breezerbikes.com

TERRY terrybicycles.com

Each brand's full line of bicycles is available to view at these websites.



Fuji University Program Types



Purchase Programs

Universities provide students with the opportunity to buy a bicycle at special pricing, eliminating their need for a car on-campus. The university often 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 or program. Michigan State University, Emory University, and Temple University are currently utilizing Fuji University Purchase Programs.

Rental Programs

If a student would prefer to rent rather than purchase a bicycle, universities can purchase bicycles at special pricing, to rent out to students for semester-long or year-long intervals. Rental programs eliminate a student's need to transport their bicycle to and from school, to store the bicycle 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 bicycle fleet sales to schools at competitive pricing. The incorporation of a local shop or an on-campus bicycle club with daily access to bicycle 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 custom-fit 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 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. But 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
Lyon College

Colgate University
Virginia Commonwealth University
Fort Lewis College
University Of Montana
Boise State University
New College of Florida
Penn State
Temple 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 in 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 alternative.



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.

1. "Parking in America 2012: The Fourth Annual Review of Parking Rates in North America." National Parking Association. ©2012. P.18-20

2. "Transportation Cost and Benefit Analysis II—Parking Costs." Victoria Transport Policy Institute. 22 February 2012. <http://www.vtpi.org>.

3. "Parking in America 2008: The First Annual Review of Parking Rates in North America." National Parking Association. ©2008. Washington, DC. www.npapark.org.

4. Favro, Tony. "US Car Parks Amount to Half the Size of Belgium." 31 August 2012. www.citymayors.com

