

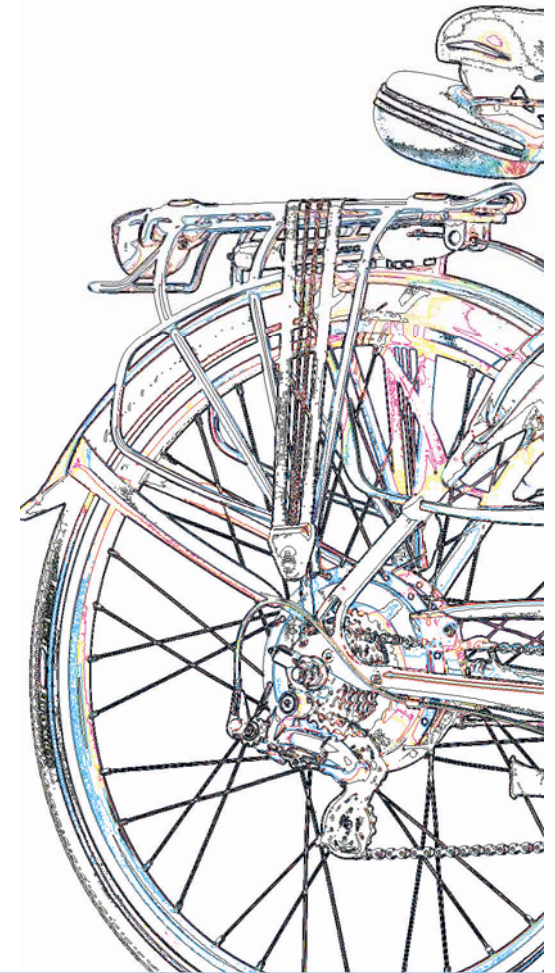


Electric Fantastic

Rotterdam 2009

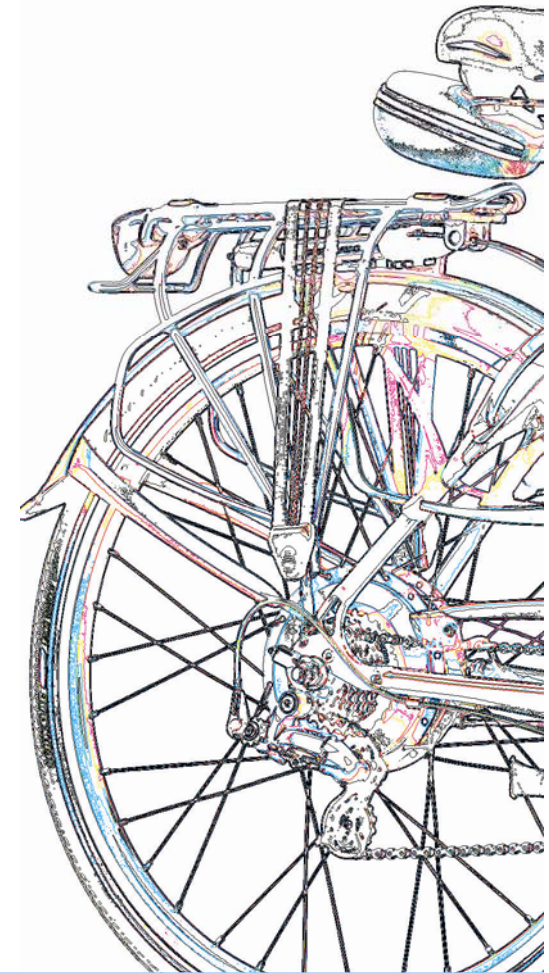
Structure

- Introduction
- Electric Fantastic
- The e-bikes
- How can I book an e-bike?
- So far so good
- Conclusion
- Questions



Introduction

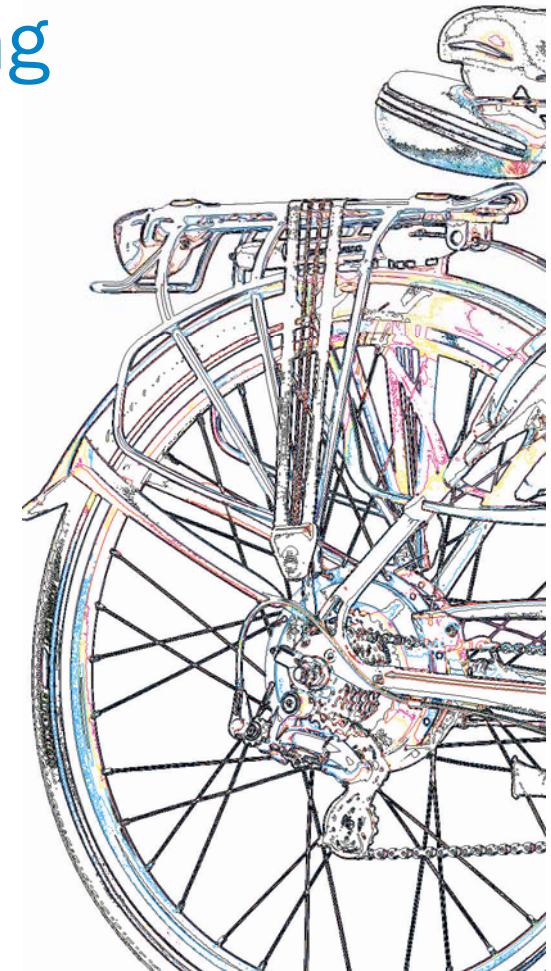
- About VCCR
- Promoting sustainable mobility
- Our e-bike point of view
- Part of the RAP/RAL-programme



Electric Fantastic

- The e-bike: get convinced by trying
- Decrease car kilometers by proposing a suitable alternative

E-bike per km	Car per km
€ 0.08	€ 0.49
10.3 gr CO ₂	188 gr CO ₂

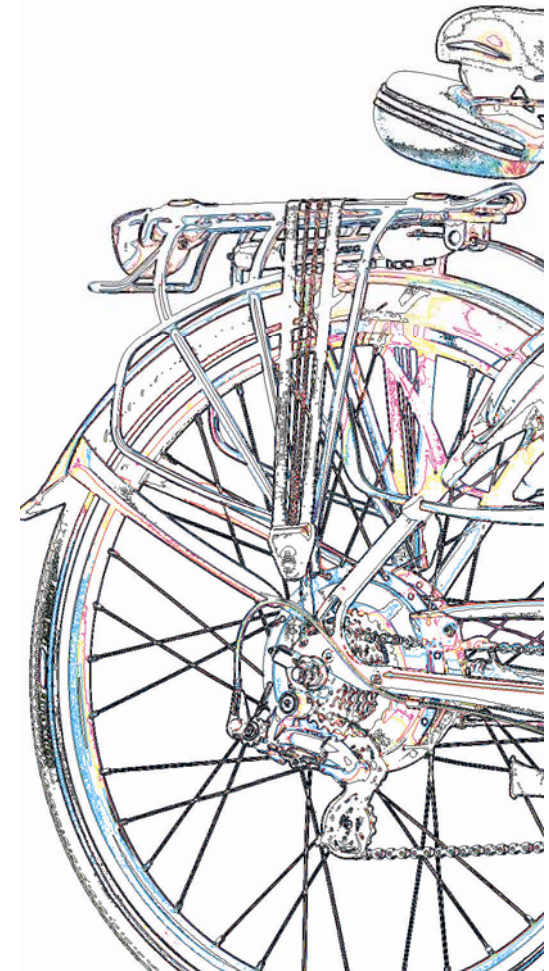


Accell Group e-bikes



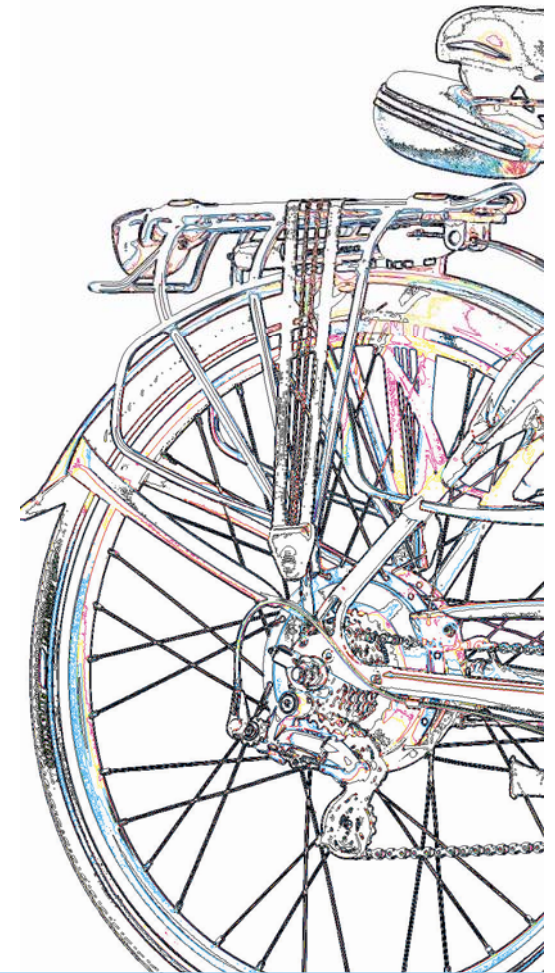
How can I book an e-bike?

- www.electricfantastic.nl
- Online reservation system
- Mandatory survey
- Try the e-bike for a week
- Voluntary survey



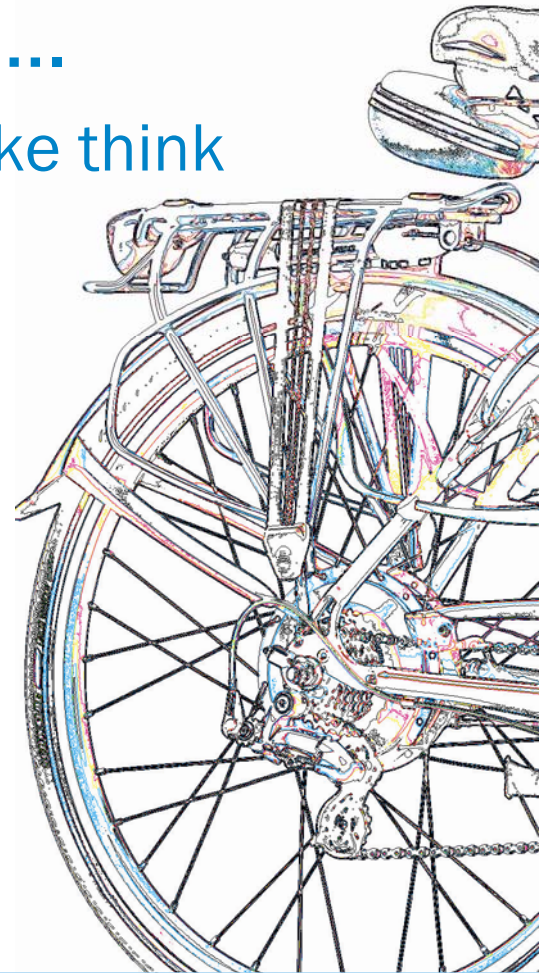
So far so good

- Untill today
 - 9 organisations (over 250 employees) participated
 - 457 reservations
(occupation rate of 84 %)
 - 3 out of 9 organisations had an occupation rate of 100 %



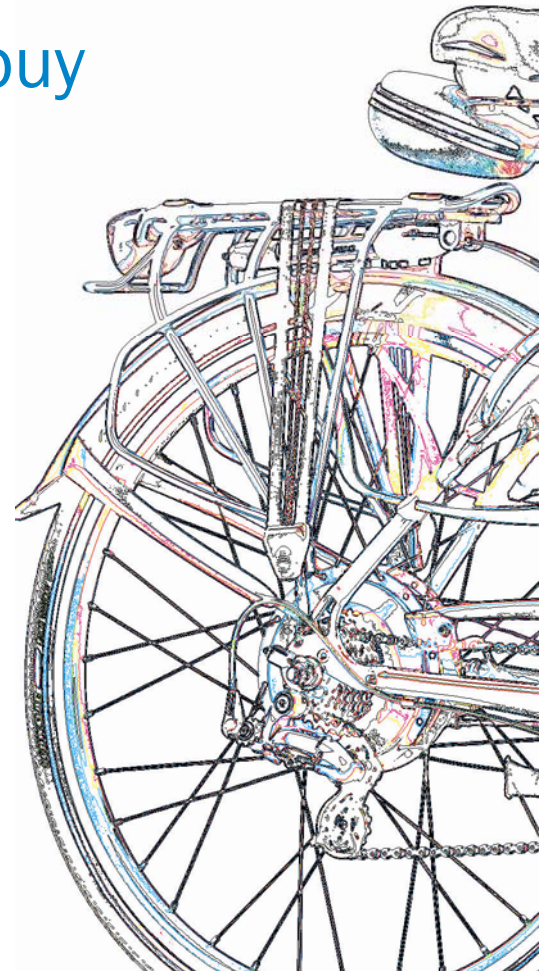
Preliminary results (1)

- Response until August 2009 shows....
 - 60 % of the car users who tested the e-bike think the e-bike is a transport mean for daily commuting
 - 43 % of the car users think the e-bike is worth its money
 - Car users think the e-bike is a good alternative for distances from 9 - 19 km.
 - The e-bike was rated 4.2 average (max. 5 points)



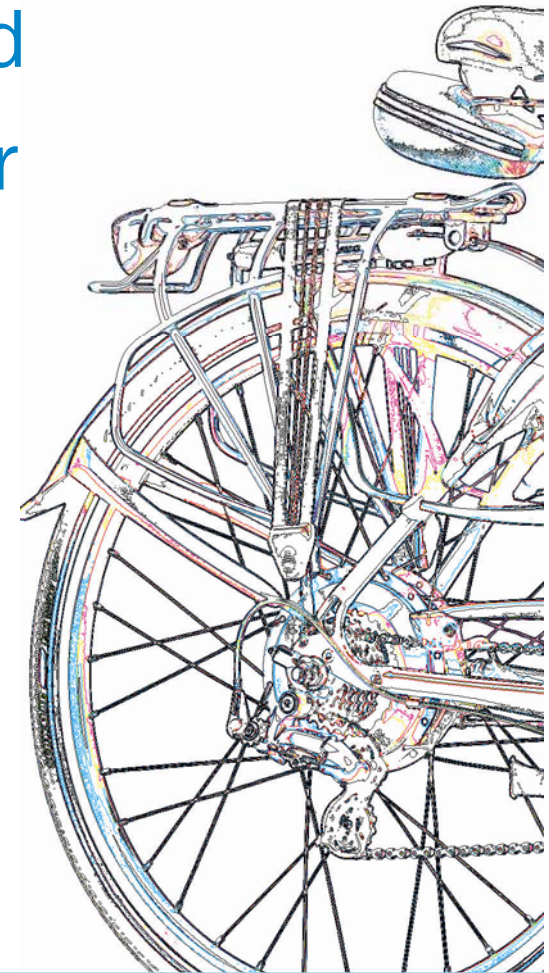
Preliminary results (2)

- 40 % of the car users are planning to buy an e-bike in the future
- Fast, comfort, less sweat main reason (45 %)
- 53 % of the car users are not planning to buy an e-bike because they find it too expensive



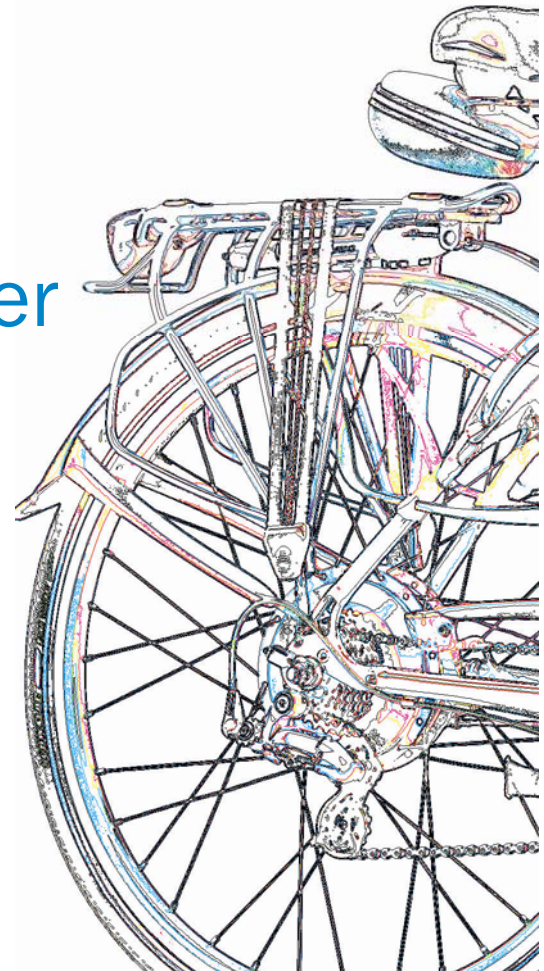
To conclude

- The e-bike has proven to be a good alternative for the car in commuter traffic.
- The majority of the car users are not yet willing to pay the full price for an e-bike.
- Final research results in 2010



Challenges

- Financially attractive
- E-bike instead of the car in commuter traffic and recreational trips
- Cycling is good for you...



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