



Workshops: Sell more bikes to cities and businesses with CycleLogistics

27th August 2015, 10:00 (Businesses) and 14:00 (Cities)

EUROBIKE Academy, Messe Friedrichshafen

Growing sales of E-bikes have been instrumental in industry rejuvenation. Building on the trend, the EU-funded projects "Pro E-Bike" and "CycleLogistics" target commercial delivery in urban centers by showing cities and businesses how to replace motor fleets with cargobikes and e-bikes, effectively unlocking new markets throughout Europe.

The biggest successes of the projects lie in bringing e-bikes and cargobikes to places with a very low cycling tradition. The Croatian Post is spending 500 000 euro on 180 e-bikes to be put into service this October.

This workshop will provide you with invaluable sales aids to show cities and businesses how much they will benefit from replacing motor vehicles with cargobikes and e-bikes. For example:

- A **no-cost trial period** allows customers to test e-bikes for delivery. In almost 90% of similar EU-funded test trials, companies were so satisfied with e-bikes that they decided to buy them for delivery.
- A **simulation tool** which is easy to use and available in many languages shows exactly how much money you can save by replacing conventional motor vehicles with cargobikes and e-bikes.

In addition, the ECF will share crucial insider information collected from pilot companies and test trials in cities across Europe to help you find out exactly what cities and businesses want from cargobikes and e-bikes.

Both workshops – one at 10:00 dedicated to businesses and one at 14:00 dedicated to cities – will take place in Conference Center East, Room London.

Speakers:

- **Dr. Randy Rzewnicki**, international project manager, European Cyclists' Federation (ECF) Brussels, BE
- **Karl Reiter**, founder of FGM-AMOR (Forschungsgesellschaft Mobilität - Austrian Mobility Research) and is now working on European project CycleLogistics Ahead
- **Željka Fištrek**, project manager at Energy Institute Hrvoje Požar (EIHP), Croatian Energy Inst, Zagreb

Moderator: Arne Behrensen, CargoBike.jetzt and project manager of "Lasten auf die Räder!" at the Verkehrsclub Deutschland (VCD)

Contact for inquiries: Elina Baltatzi, ECF Outreach Officer, e.baltatzi@ecf.com



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