



# Experiences from Austria

A project co-financed by the European Communities

**Pedelec-Workshop for Municipal Decision Makers  
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Intelligent Energy  Europe

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**Go  Pedelec!**  
Go easy!

# „Landrad“: Pedelec-project in Vorarlberg (I)

- 500 pedelecs:
  - 330 to private persons
  - 170 to companies
  - cost: 1250 €
- Landrad-buyers provide experiences
- The data collection still lasts until the middle of 2010
- Goal: To which extent pedelecs can substitute the use of cars



[www.landrad.at](http://www.landrad.at)

Source: Kairos GmbH, Bregenz

## „Landrad“: Pedelec-project in Vorarlberg (II)

- For everyday travelling
- The overall goal in Vorarlberg is to increase the share of cycling from 14 to 17% until 2015.
- Details on the bike:
  - BionX batteries
  - Special edition
  - Manufactured in France
- Battery experiences:
  - Few battery failures
  - Very good experiences
  - About 10 of 500 bad
  - Ranges decrease



[www.landrad.at](http://www.landrad.at)

Source: Kairos GmbH, Bregenz

# Mobility concept for pedelecs in the energy-region Weiz-Gleisdorf

- Goal of the concept:  
reduce the individual motor car traffic
- high development potential in the region
- companies and commuting traffic  
(→ NewRide: Swiss study shows same result)
- Pedelec rental system  
(70 % of the pedelecs are used)
- Magna Marque plans to establish a factory in the region
- pedelecs: cooperation with BionX and Trek
- important: integrate dealers and servicing
- important: quality of the product



# Pedelecs and Tourism: „Rebenland“ introduces pedelecs

- In the region „Rebenland“ (vineyards) in Southern Styria 50 pedelecs are available for tourists
- New mobility concept: special cycle tracks for pedelecs, construction of charging points, bicycle rental system, maintenance and insurance of bicycles
- Electricity comes to 100 % from renewable sources (this is also interest of the project)



# Initiative from „Wien Energie“ and KTM

- energy suppliers are interested in promoting electric mobility
- 50 men and women will test pedelecs and will share their experiences in an online blog
- The pedelecs are provided from KTM
- A public voting will then select the winner
- The subsidy initiative of „Wien Energie“ and the City of Vienna has been extended: 30 % of purchase price or max. 300 Euros
- BUT: not every subsidy is a good one (for example for „bad“ pedelecs)



# Summary

- **Important:**
  - good quality of products
  - good partners (servicing)
- **Commuters: is a target group (see study from NewRide)**
- **Tourism (→ example: Balatonfüred, hotel manager)**
- **Energy supplier can be promoters**