

Best practice examples of Germany

PEDELEC PROMOTION STRATEGY IN AACHEN

The City of Aachen in Germany (258.000 inhabitants) has set up an overall strategy for the promotion of pedelecs. The pedelec strategy is a key element of the strategic plan for e-mobility in Aachen (“Strategieplan Elektromobilität Region Aachen”).



As one of the cities in the „Model Region Electric Mobility Rhein Ruhr“ (one of eight model regions in Germany supported by the National Government), the city of Aachen has set up a strategy for the increasing use of e-mobility. The ambitious aim is to have 10.000 e-bikes in Aachen by 2015. This means that in 2015, one of 20 bike owners in Aachen will own a pedelec. There are actually no data available about the existing number of pedelecs in Aachen, for this reason the city administration included a question referring to that in the “mobility survey 2011”; the results of the survey are expected for autumn 2011.



E-Bike in Aachen

Right now, there is huge variety of measures and offers in order to incentive the use of pedelecs:

- Expanding the cycle path network, e.g. by marking of new bicycle lanes
- Motivating employers to create secure storage space for e-bikes and to authorize the charging of the batteries in the workplace.
- Award for "bike-friendly employer ' of the year

- Controlled bicycle parking at events by the bike station WABE eV
- Homepage with information under www.aachen.de / E-Bike
- Information meetings for citizens about e-bikes. There has been a first event on June 30, 2011, with 110 participants.
- Test drive and expert advice in the shops of many bicycle retailers, There is a list of retailers in the homepage (http://www.aachen.de/DE/stadt_buerger/verkehr_strasse/verkehrskonzepte/elektrromobilitaet/E-Bike/index.html)
- Grants up to 150 Euro for customers of local energy supplier STAWAG
- Subsidies of the city administration up to 150 Euro /bike for companies in the park zone "East2".
- In 2009, the city has purchased 12 pedelecs Aachen. Anyone can rent these at the bike station at the main station.
- Together with the Deutsche Bahn, STAWAG and ASEAG there will start in Autumn 2011 a new rental system with pedelecs (as in Berlin, Frankfurt and Stuttgart). There are three stations in the pilot phase where pedelecs can be rented at reasonable prices around the clock, for example, 4 Euros for 4 hours of use. The continuation of the project depends on whether citizens or tourists make frequent use of this convenient solution.
- Last but not least, the city and the KALEIDOSKOP, a forum for films, have started the a serious of roadshows called "Red Carpet for Aachen". In ten events at different public places in Aachen, there will be shown short films and pedelecs to the public (http://www.aachen.de/DE/stadt_buerger/verkehr_strasse/verkehrskonzepte/elektrromobilitaet/E-Bike/E-Bikes_on_Tour.html).
- Recently there has been designed a new logo as a trademark for all activities (see above).

All activities of the City administration in the field of mobility are part of the program: "Mitmachen - aufatmen" (Participate, breathe deeply) of the City of Aachen for a better climate.

