

Pedelec lease system

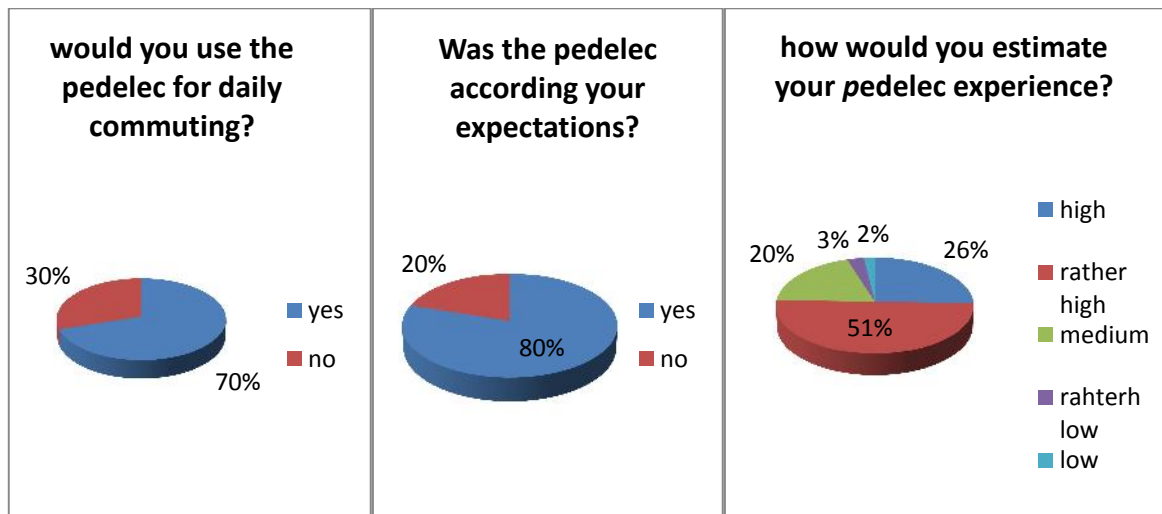


In the city region Eindhoven (south Netherlands) a promotion program for pedelecs was launched targeted at commuters. The promotion program was part of an integral mobility management program to stimulate public transport and cycling instead of individual motorized car traffic for commuter traffic.

In 2010 the project “try a pedelec” was launched, which offered company employees to try a pedelec for free in daily commuter traffic. 14 companies were approached and 330 employees tried a pedelec.

As a result 70% considered to buy a pedelec whereas 5% stated to buy a pedelec immediately. Positive arguments were:

- Easy for larger distances
- Good for health
- Good feeling of always tailwind
- Helping for green environment
- Also the argument to avoid congestion and therefore time and cost benefit were arguments.



Some results of the campaign „try a pedelec“ in region around Eindhoven. Source: BRAMM

As a follow up of the campaign the lease pedelec was launched. Aim of the campaign was to bridge the gap between the relative high price of a pedelec compared to conventional bicycles. Employees of several industrial and office parks in the region could win rewarding points by cycling to work by using the pedelec. The reward for using the lease pedelec varies from 8 till 16 eurocents per km, depending on how many days a year one cycles to work. In this way the pedelec partly can be earned by the user. The rewarding system has a lifetime for 2 years.

Result was more than 50 requests for pedelec lease offers.

Box of advice

- Most people even in the Netherlands have no experience with pedelecs. This means that offering a way of trying helps really to convince people of benefits of pedelecs
- When targeting commuters it is more efficient to combine efforts with mobility management programs.
- Most commuter traffic is car traffic. In most situations 50 % of commuters live < 5 km from work and is therefore open for alternatives.

Preparation: IBC, Ton Dagers