

## Best practice example – Czech Republic

### **Prague has its first “E-bike rental”**

Since May 2011 Prague belongs to other European cities providing the E-bike rental. By opening the first E-bike rental “PREkolo” Prague is ranked among the metropolises to be seen in one day in comfort, effortless, without any rush.

E-bike rental PREkolo is a common project of **Pražská energetika Group (PRE)**, the third largest electricity supplier in the Czech Republic and **ekolo.cz**, a Czech distributor of electric bicycles. The title of rental came up quite quickly as the combination of both project actors. PREkolo it self is one of the activities of the E-mobility, in which PRE supports the development of electric cars, to electric bikes, electric scooters and takes parting in developing a network of charging stations in Prague (by the end of 2011 there will be 22 stations). PRE had been already organizing lending e-bikes for free for short-term testing for certain period of time before project start-up. The interest for rent rose up and PRE decided to address ekolo.cz in aim to cooperate on e-bike rental. The action roles were split in several directions in which PRE provides the financial funds for the project and ekolo.cz is responsible for providing several types e-bikes, running the marketing issues, and administrative and operational part.



PREkolo was situated in Prague center, on the bank of the river Vltava and offers 4 types of e-bikes: folding bike, city bike, folding bike Lowstep and mountain bike. Rental e-bike is open daily and people can rent it from 2 hours up to 14 days according their needs and convenience. As in any other rental a valid ID/ passport (in case of longer rent credit card as well) are required as renting documents. Based on the rental time there is a deposit in amount from 100 € to 500 € (possible to pay in CZK as well). There is an offer of discount for customers of PRE who can rent e-bikes for a special price. Nevertheless the pricing is very reasonable and e-bikes are obtainable for everyone. Along with individual renting e-bikes PREkolo is offering several tours with various tour focus and length. The tours are organized in English, German or Czech with guides who are trained to handle the causal repairs.

Up to now the there are 7-14 rents per day (individuals) recorded. The main require is for the week-end rents. In such cases people ask for AOGGS Uphill to be able to use them for terrain trip in countryside. On the other hand AOGGS CiyLiner and Lowstep are more than welcome for Prague city tours. The tourists from abroad themselves says about e-bike rental: "We took the e-bikes for couple of hours and we visited many famous places. It was so quick and easy! We weren't even sweating. And it's not expensive. I definitely recommend this type of transport for Prague. It is the most comfortable end exciting one."(Paraphrase of tourist from Amsterdam published on [www.tripadvisor.com](http://www.tripadvisor.com) Aug 13, 2011).

Using bikes in Prague it self is quite popular type of transportation nowadays as the traffic is blocked by several ongoing constructions works. A hilly terrain - so typical for Prague - could represent a specific barrier for an untrained cyclist and thanks to e-bike people can achieve easily places without fatigue, strain and in shorter time than by using public transport. PREkolo represents both the right choice how to bond a joy of sightseeing with active cognition of the city (mainly for tourists) and the possibility to try e-bikes for those who had never ridden on them.

#### **BOX OF ADVICE**

- + To cooperate with a local bike produce in aim to get the city more attractive for tourists - very fast and comfortable way how to manage to see the main sightseeing in short period of time (individual or group tours organized as well).
- + Boost of variability of the city tours together with making city much more accessible and remarkable from the bike saddle.
- + The creation of a complement of *green* city map which offers a new perspective of the city for bike riders and highlights the green living, ecological and cultural resources.
- + Presentation of the co-partner (e. g an energetic company as "green" and ecological.

Prepared by: Martina Kubová

Email: [martina.kubova@ekolo.cz](mailto:martina.kubova@ekolo.cz)

Websites: [www.prekolo.cz](http://www.prekolo.cz); [www.ebikerental.eu](http://www.ebikerental.eu) (in English)