



E-bike and bike sharing in Switzerland

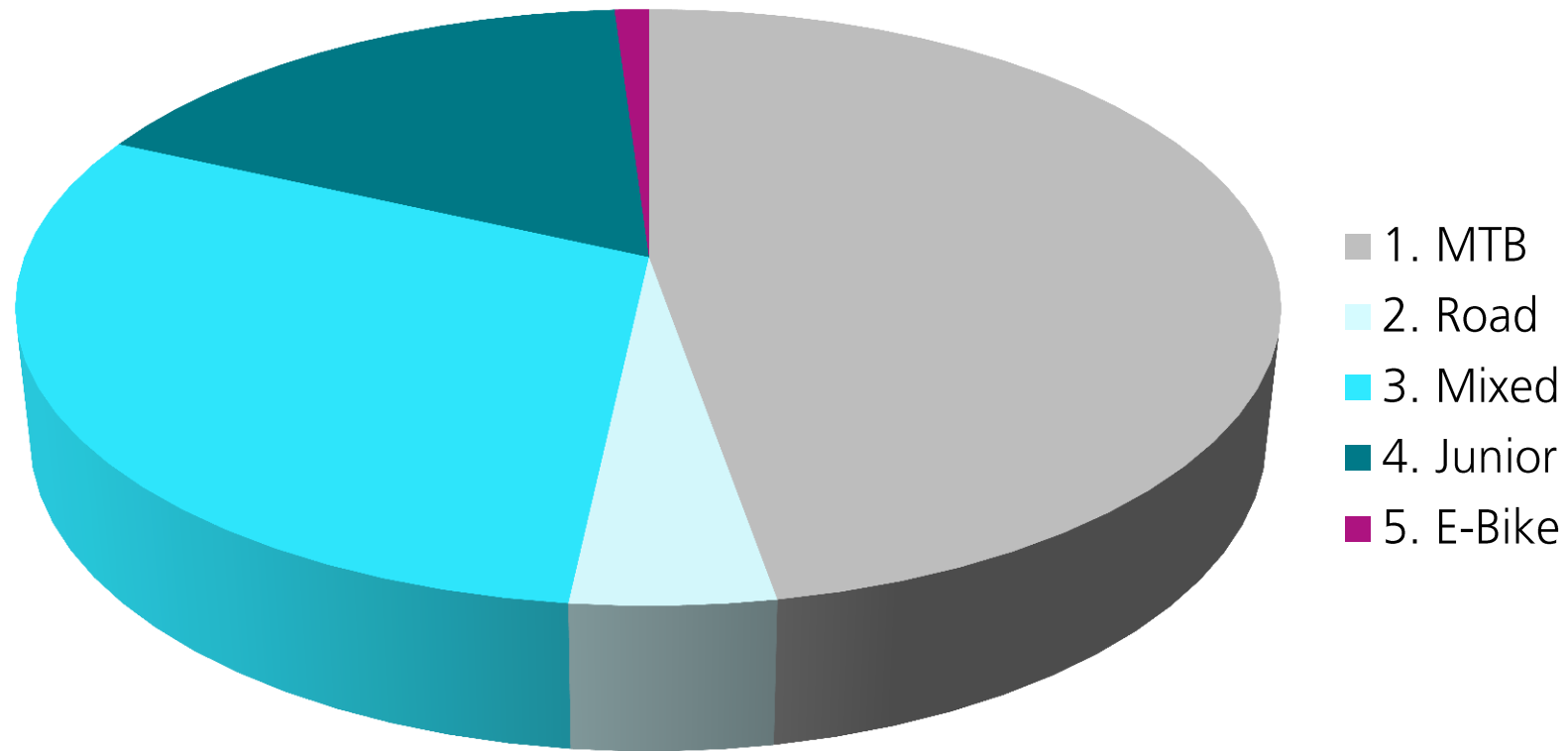
Wocomoco, Warsaw, 7 September 2016

Eva Helmeth, Head of Development and IT, PubliBike AG

Types of Bikes and sales in Switzerland in 2006

Total sales 299'000. E-Bike 3'100

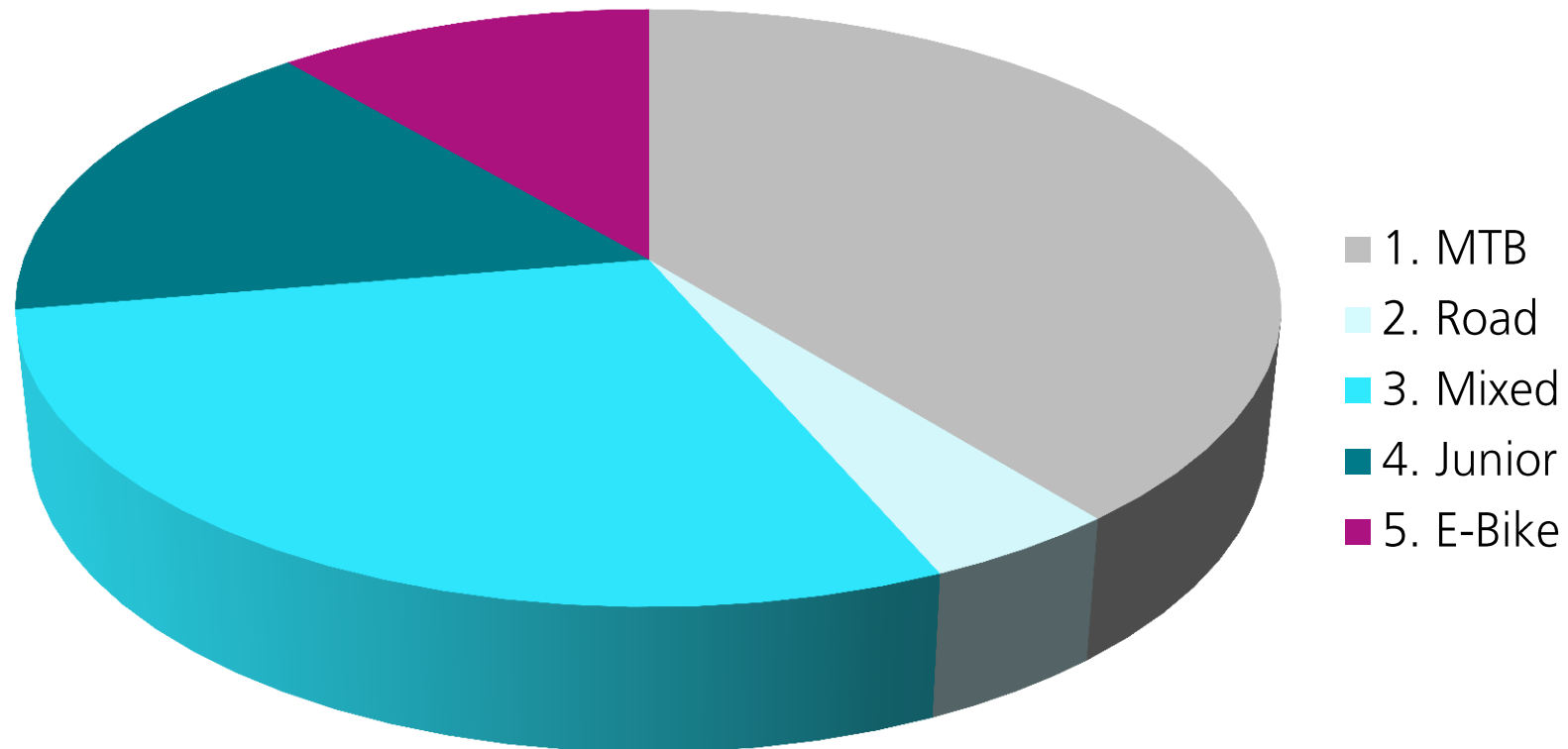
Sales 2006



Types of Bikes and sales in Switzerland in 2010

Total sales 351'000. E-Bike 39'247

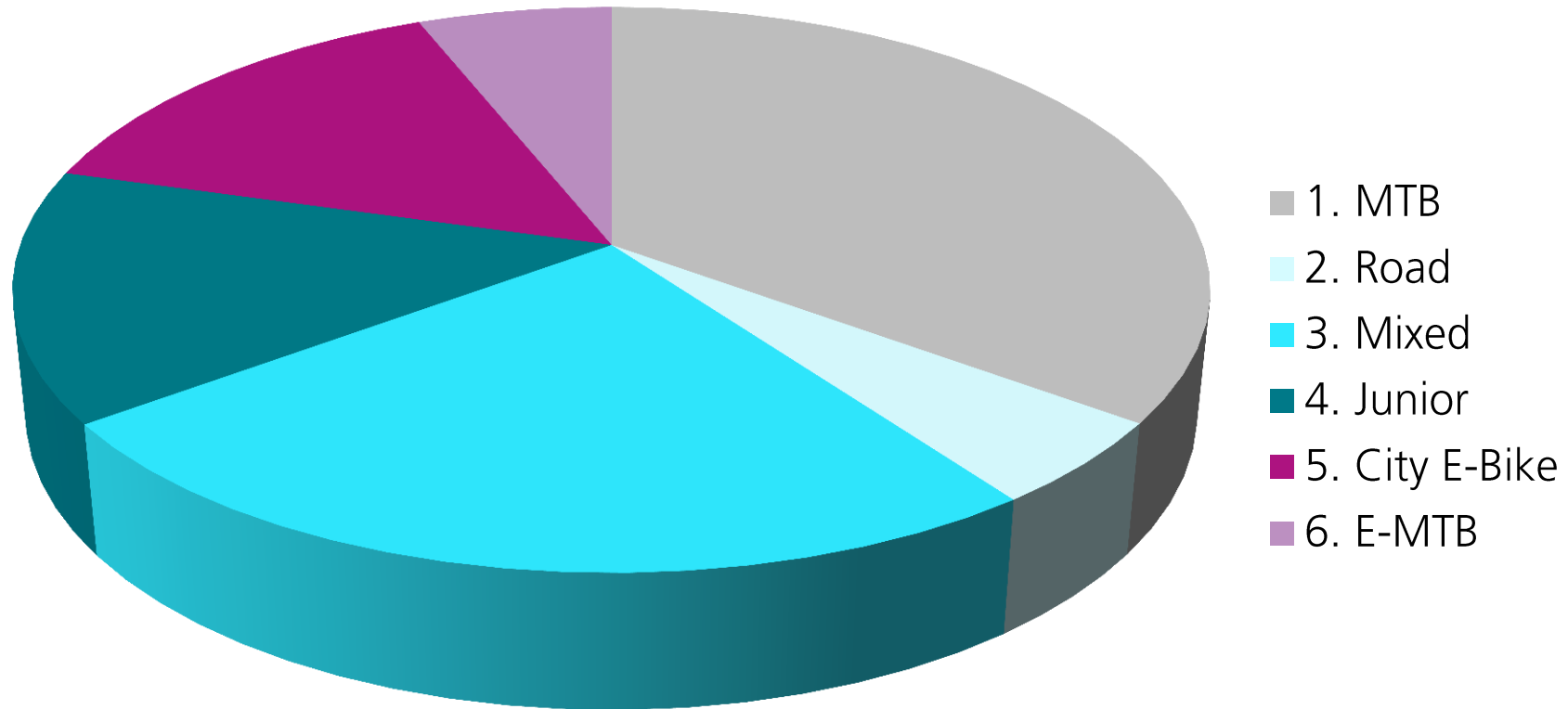
Sales 2010



Types of Bikes and sales in Switzerland in 2015

Total sales 323'000. City E-Bike 46'645. E-MTB 19'687

Sales 2015





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Bike sharing in Switzerland - TODAY

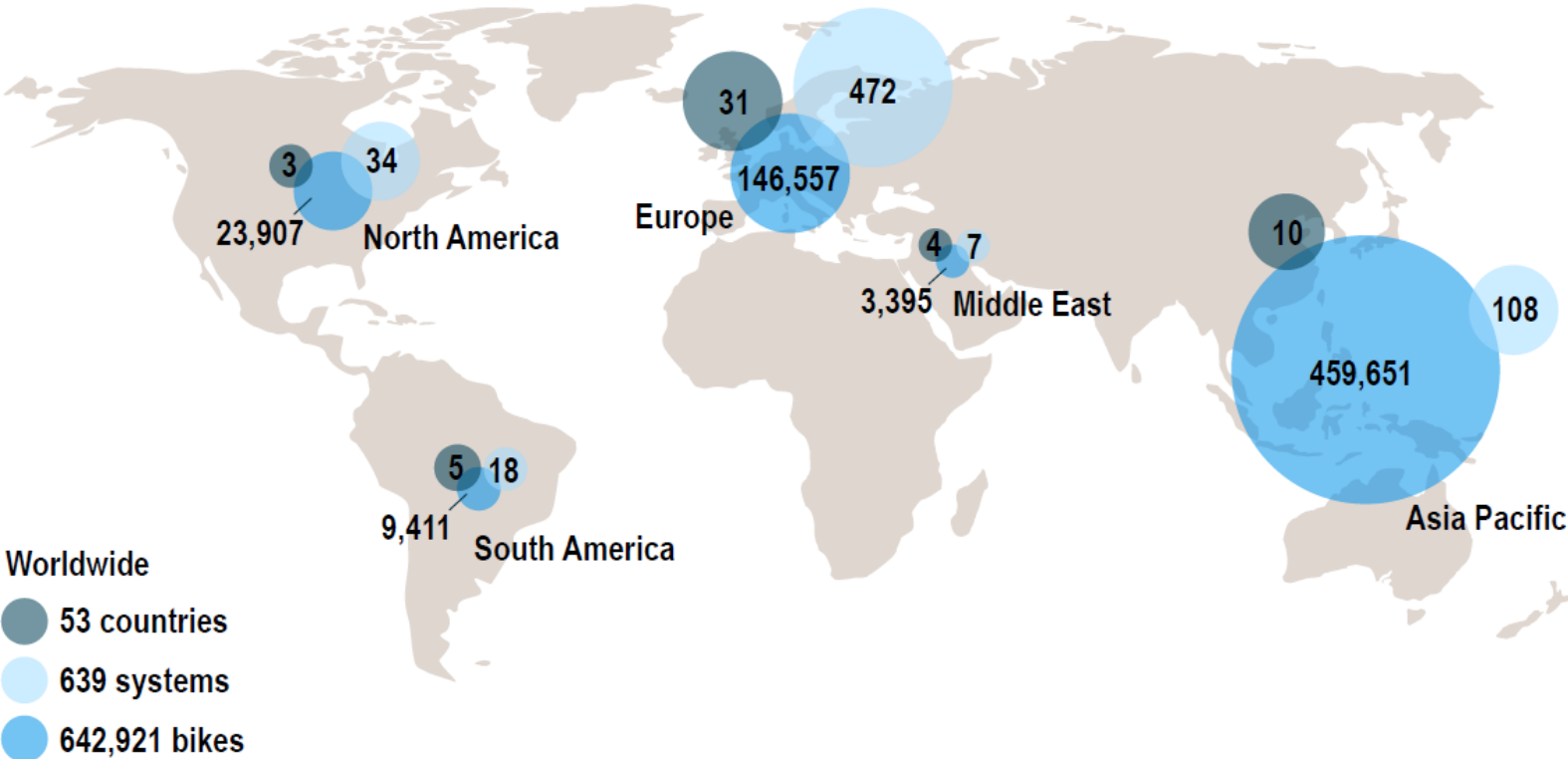
Une prestation de



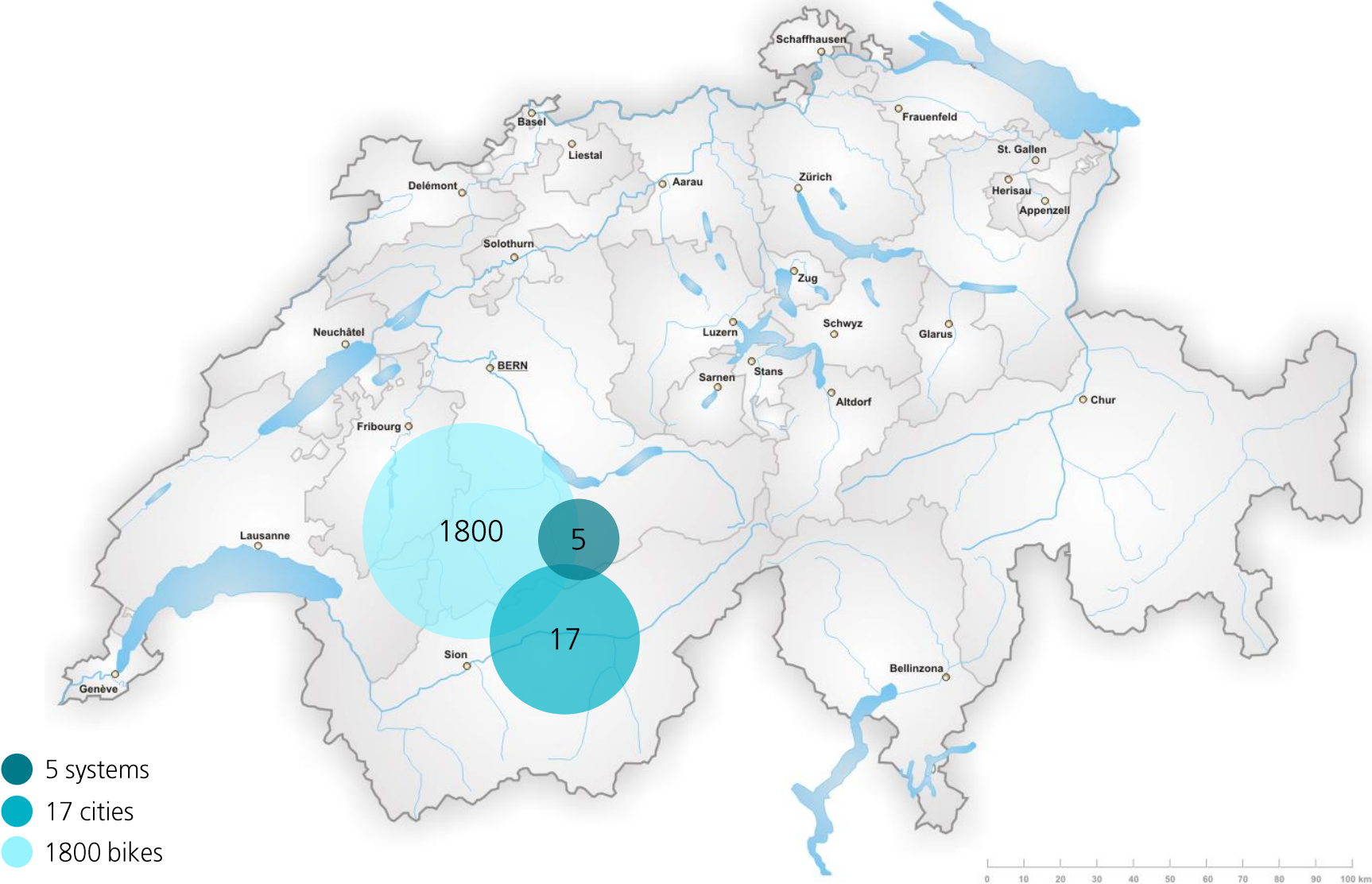
Global presence of Bike Sharing Systems in 2013

About 640 bike sharing systems with more than 640,000 bikes are already in operation all around the globe – Asia biggest market

Global presence of bike sharing systems – December 2013



The Bike Sharing market in Switzerland in 2015



9/11/2016



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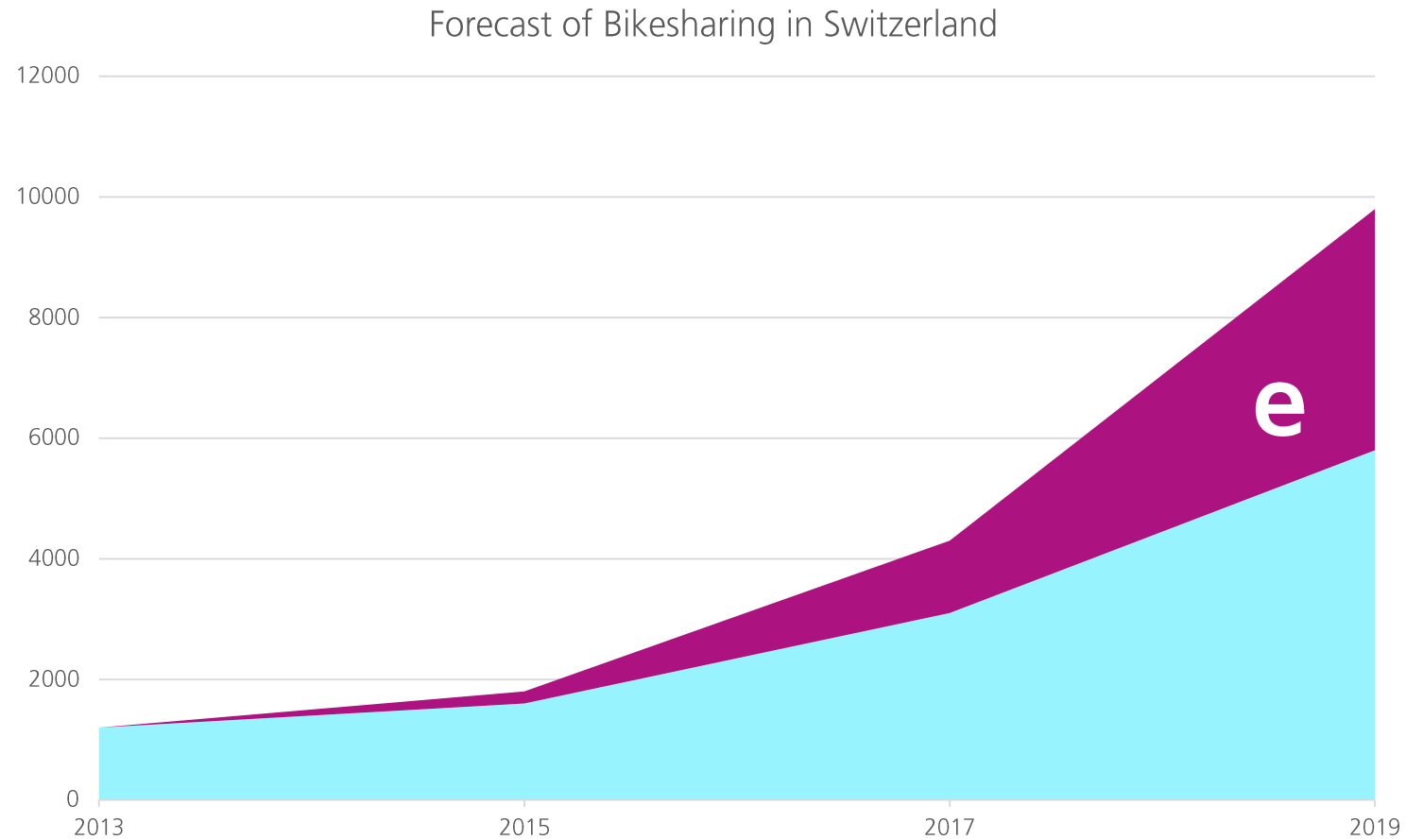
Bike sharing in Switzerland - TOMORROW

Une prestation de



The Bike Sharing market in Switzerland - TOMORROW

Number of Bikes in bike share services



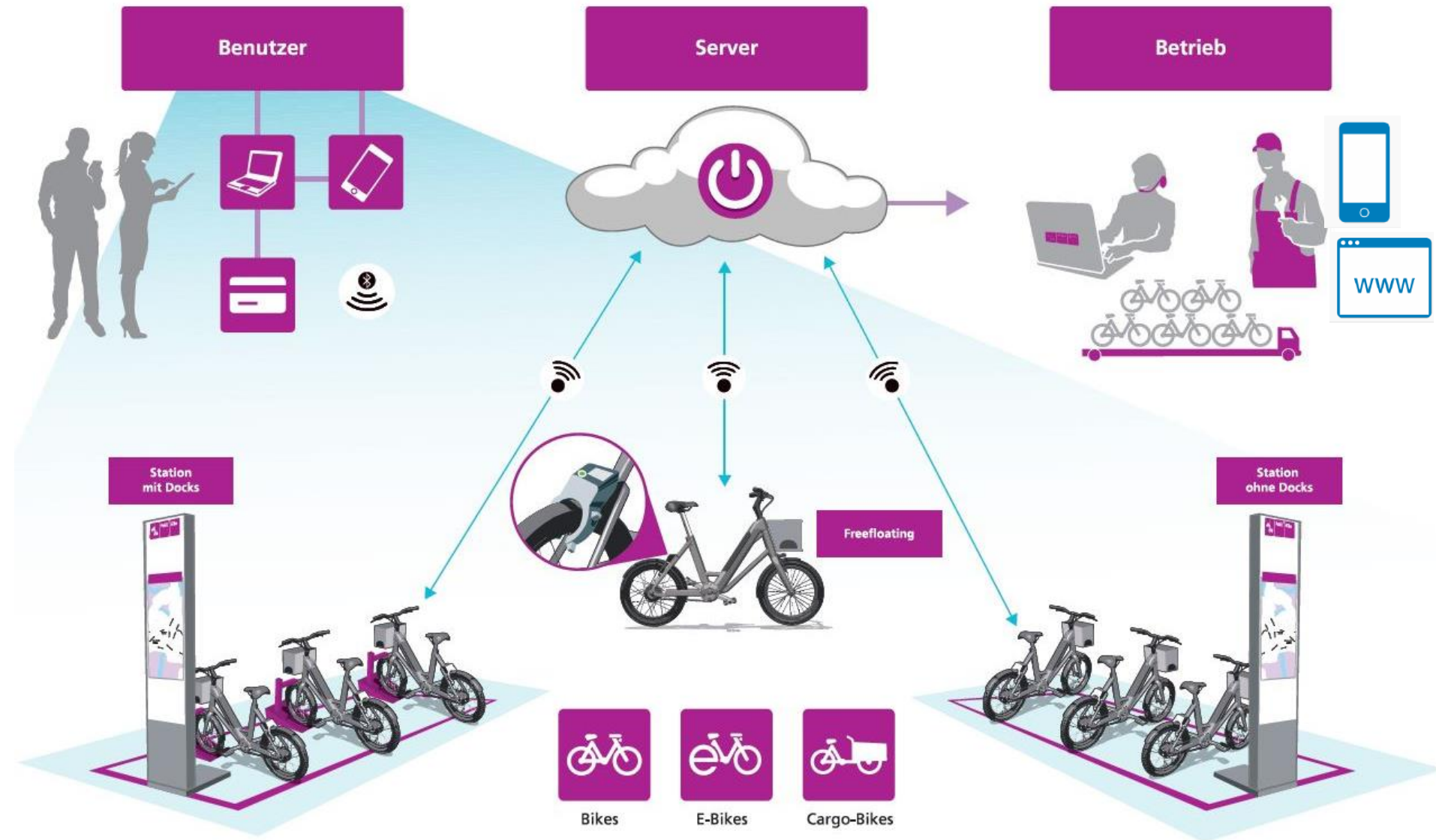
Multimodal mobility concept

The customer journey



Modular bike sharing

Our vision for bikesharing in Switzerland



Urban bike station modularity is key



9/7/2016

E-bike and bike sharing market in Switzerland

Urban Bike

one size fits all



Thank you.



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