

E-CARGO BIKES ARE THE MISSING LINK IN SHARED URBAN MOBILITY



Urban Mobility

- Trends
- challenges



Solutions?

- For Whom
- When will they be available



Many solutions focus on first and last mile

- Commuters
- Visitors
- Individual transport



...but what about
our groceries,
goods or kids?



Most trips in city are:

- single-mode
- by inhabitants

Example: Amsterdam

- $\frac{2}{3}$ by inhabitants
- $\frac{1}{3}$ by commuters and visitors



↳ Aantal Amsterdammers 12 jaar e.o. (x1.000), 2015

AMSTERDAM

2/3 of parking places on the streets to disappear by 2025



OSLO

Car free center
by 2019



PARTIAL OR TOTAL CAR BANS IN NEAR FUTURE

MADRID
COPENHAGEN
ANTWERP
HAMBURG
BARCELONA
BERLIN
MUNCHEN
BRUSSELS
PARIS
LONDON
ROTTERDAM...



SO...

WE REALLY NEED
TO RE-THINK THE
WAY WE MOVE
AROUND....



Shared e-cargo bikes are an essential ingredient of the urban mobility solution



For Families | transport



For Families | leisure



book
ride
now

cargoroo

cargoroo.nl



URBAN
ARROW
SMART URBAN MOBILITY

For SME's | deliveries



For All | groceries



cargoroo book
ride
now



cargoroo.nl

How does it work

Locate &
reserve



Unlock &
go



Return &
lock



Pay per use



Fixed locations

1 shared e-cargo bike easily replaces 10 car trips per day and takes 1/4 of the space.



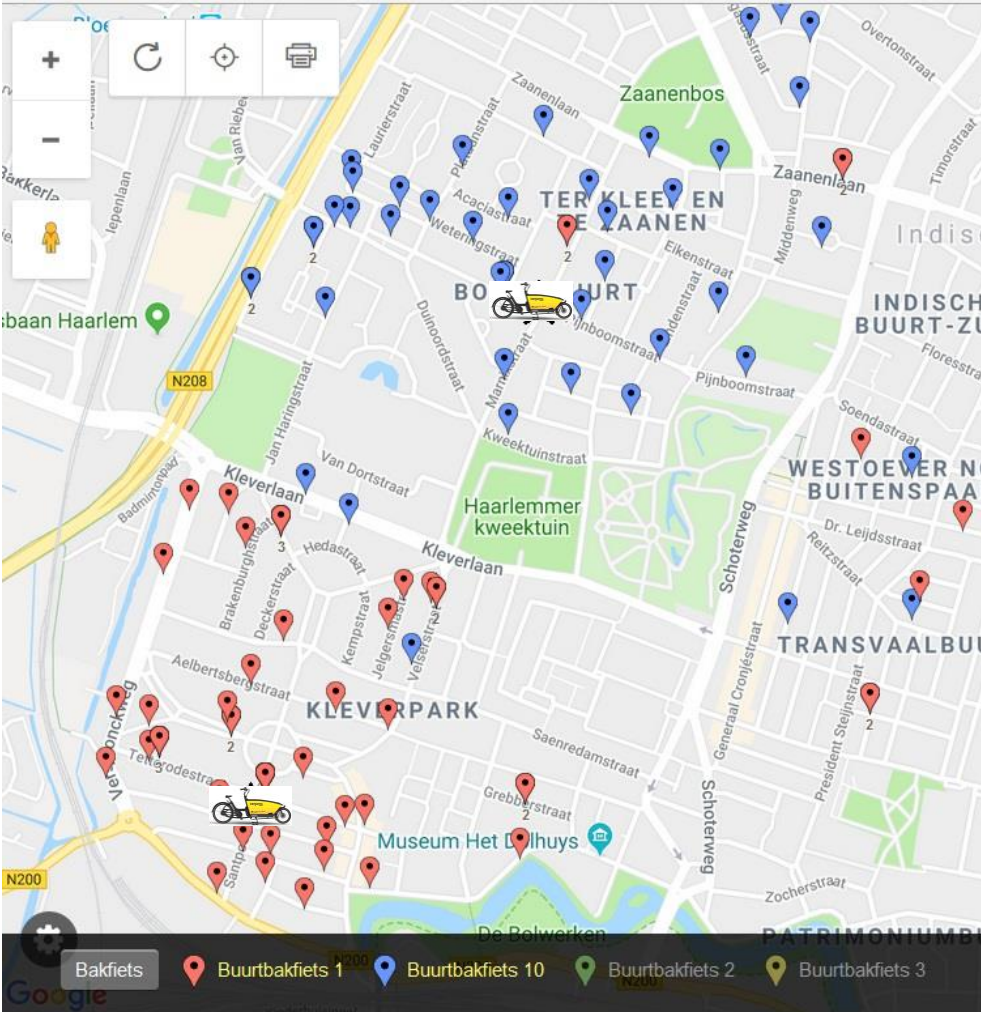
Pilot in Haarlem with 10 shared e-cargo bikes reveals the demand

*
400
recurring
Users

*
80% of cargo bike
trips replaces
car trips

*
users rate
8,6





*
each bike is
used by
40 different users

*
94% are recurring
users

*
users walk up to
1 km to get one

128 Locations Found

Bakfiets: Buurtbakfiets 10

Bakfiets: Buurtbakfiets 1

Cargoroo is talking to
several cities to expand
it's services in 2019

AMSTERDAM
ANTWERPEN
LEUVEN
PARIS
BRUSSELS
BERLIN
ROTTERDAM
UTRECHT



SHARED E-CARGO BIKES ARE A GAME CHANGER FOR LOGISTICS AND CITY LIFE



E-mobility Hubs project

Kickstarting e-mobility in 7 European cities

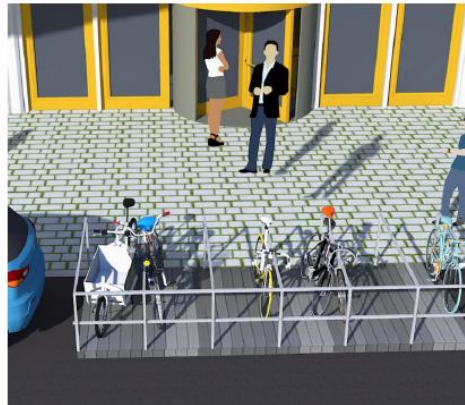
Goals:

- A sustainable shared e-mobility alternative for private cars
- Users can choose different modes of shared e-transport at single location
- Show feasibility, create critical mass, involve users
- Develop best practices for introducing large-scale e-mobility
- Open to different shared e-mobility providers

Minimalistic



Light



Medium



Large



E-mobility Hubs project

Kickstarting e-mobility in 7 European cities



Cities:

- **Amsterdam (lead partner), Nijmegen / Arnhem (NL)**
- **Leuven (BE)**
- **Manchester (UK)**
- **Dreux (FR)**
- **Kempton (DE)**

Research Institutes:

- **University of Newcastle upon Tyne (UK)**
- **TU Delft (NL)**
- **Antwerpen University (BE)**
- **Hogeschool van Amsterdam (subpartner, NL)**

Planning:

- Phase 2 proposal submitted, final approval january 2019
- Preparations and rollout: jan 2019 – dec 2021

Network organizations:

- **Taxistop (BE)**
- **Autodelen.net (BE)**
- **Bayern Innovativ GmbH (NL)**
- **POLIS (INT)**

Commercial partners

- **Urbee (NL)**
- **Cargoroo (NL)**
- **Urban Arrow (sub-partner, NL)**

Initiated by:

