Electric biking: The new dimension of cycling
Electric biking: The new dimension of cycling

**Requirements** for the new dimension of cycling.

1. Innovation.
2. Information.
3. Infrastructure.
4. Institutions.
Electric biking: The new dimension of cycling

1. Innovation.

Compared to 2008, the key innovations are:

- 50% more range.
- 50% less weight.
- 100% more opportunities.
- 100% better optic.
- 100% easier Handling.
Electric biking: The new dimension of cycling

KTM eCross, Offroad-pedelec.
22 kg.
30-90 km range.
Electric biking: The new dimension of cycling

KTM eRace, MTB-pedelec.
21 kg.
30-90 km range.
Electric biking: The new dimension of cycling

2. Information.

Society has to be informed about these developments. At present the belief is that ebikes have

_a weight of 30 kg or more._

_a range of 30 km or less._

_an old-fashioned look._
Electric biking: The new dimension of cycling

2. Information.

To inform the people about the new technologies and advancements

The implementation of a PR & Information Campaign is needed.
Electric biking: The new dimension of cycling

2. Information.

Example: Großglockner-Event from Austrian Ministry of Life.

+ 60 Media representatives cycled up Grossglockner, Austria’s highest peak (with THESE ebikes).

Result: Austria-wide media coverage in the largest newspapers and magazines. Television reports broadcast at peak times in the daily news.
Electric biking: The new dimension of cycling

3. Infrastructure.

Expansion of cycle track networks.

Reconstruction of urban road networks. (equal status of cyclists/pedestrians with car drivers.)

Financial benefits/support for ebike purchases.
3. Infrastructure.

Example: Austrian Ministry of Life:

- Monthly Austria-wide bike summits (Radgipfel)
- Public hearings and discussions.
  To evaluate the requirements to promote cycling.
3. Infrastructure.

Example: Austrian Ministry of Life:

_Austrian Ministry of Life provide a financial support of € 400 to purchase a pedelec (ebike)._
Electric biking: The new dimension of cycling

4. Institutions.

Scandinavian longterm study (cycling&health) published at Süddeutsche Zeitung

Oct.2008:
Electric biking: The new dimension of cycling

4. Institutions.

30 minutes per day cycling reduces costs for society € 3000-4000 per year per person.

Mostly in public health spending.

(Süddeutsche Zeitung/20.10.2008)
4. Institutions.

Example Germany:

80 Million people, if only 10% would more cycle,

Public health could save up to ...
Electric biking: The new dimension of cycling

4. Institutions.

24.000.000.000 Euro. (€ 24 billion!)
4. Institutions.

The goal should be for Public Health Organisations to inform about these benefits and persuade Public Health Organisations to promote cycling. Public health will receive the best return on investment.
Electric biking: The new dimension of cycling

YES. Whether the new dimension of cycling is running up hill lies in our hands.
Public Health has the most to gain from cycling society. It is to convince the Public Health Organisations with THAT studies. THEN: e-bikes will contribute to healing the countries, counties and populations. From a financial, climate and health perspective.