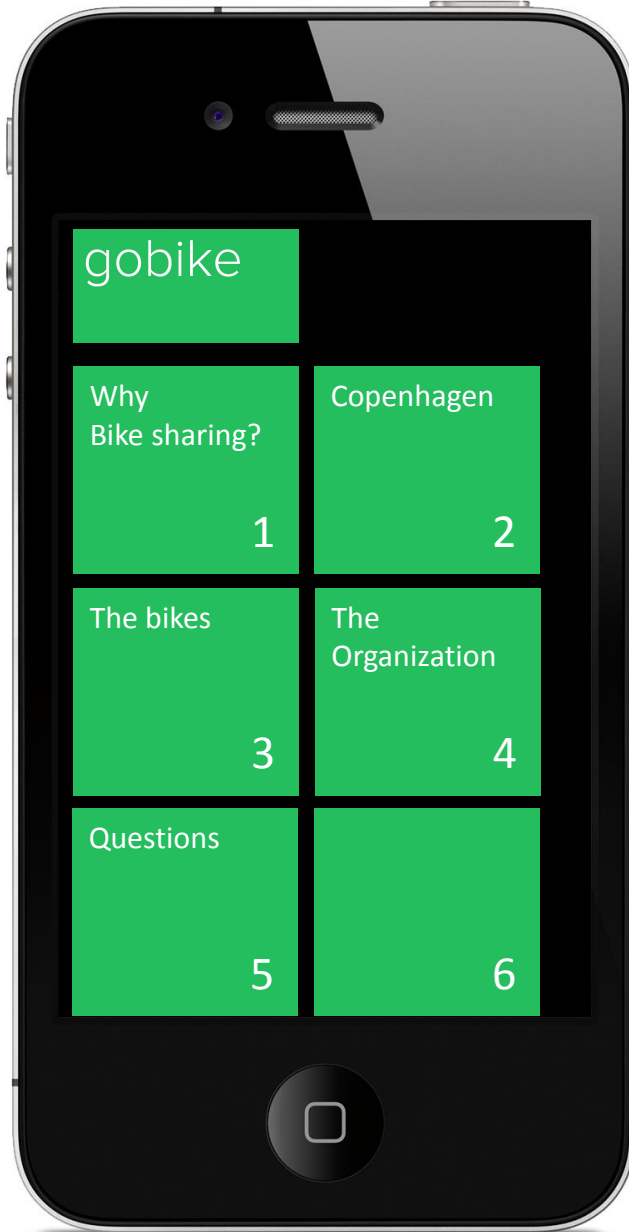


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<http://www.bbc.com/news/technology-28261140>

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Why bike sharing?

# Green urban mobility is a mega trend!

**I 2025 ER KØBENHAVN VERDENS FØRSTE CO<sub>2</sub>-NEUTRALE HOVEDSTAD, OG BYENS VIRKSOMHEDER OG UNIVERSITETER ER FØRENDE I UDVIKLINGEN AF GRØNNE LØSNINGER, DER SKABER ØGET BESKÆFTIGELSE OG GRØN VÆKST.**

# 1

## **KØBENHAVN - EN GRØN OG SMART BY**

København vil være CO<sub>2</sub>-neutral i 2025. Det er en politisk ambition, at København som storby og hovedstad må og vil tage medansvar for klimaet og vise, at det er muligt at skabe vækst og udvikling, samtidig med at CO<sub>2</sub>-udledningen reduceres.



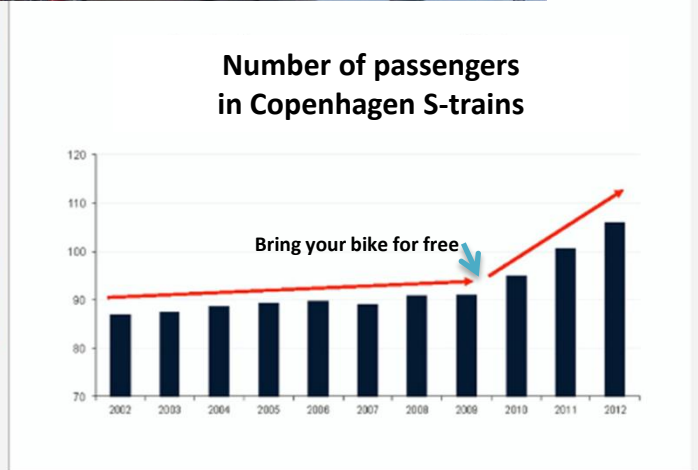
den, da energi-  
cere de årlige  
er gennemført.  
s egne bygninger  
a det tager tid at  
omfang realiseret  
steringen til energi-  
alpasing af disse er på  
ca. 1,4 mia.kr. Og  
gadebelysning med en udg  
kr. også er en væsentlig  
post på budgettet.

Når det gælder grøn mobilitet, er cyklisme den absolut største enkeltpost med investeringer for ca. 600 mio. kr., mens forbedringerne af den kollektive transport, er på ca. 290 mio. kr.

# Why Bike Sharing?

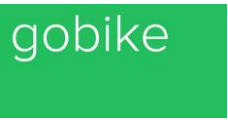


# Why Bike Sharing?

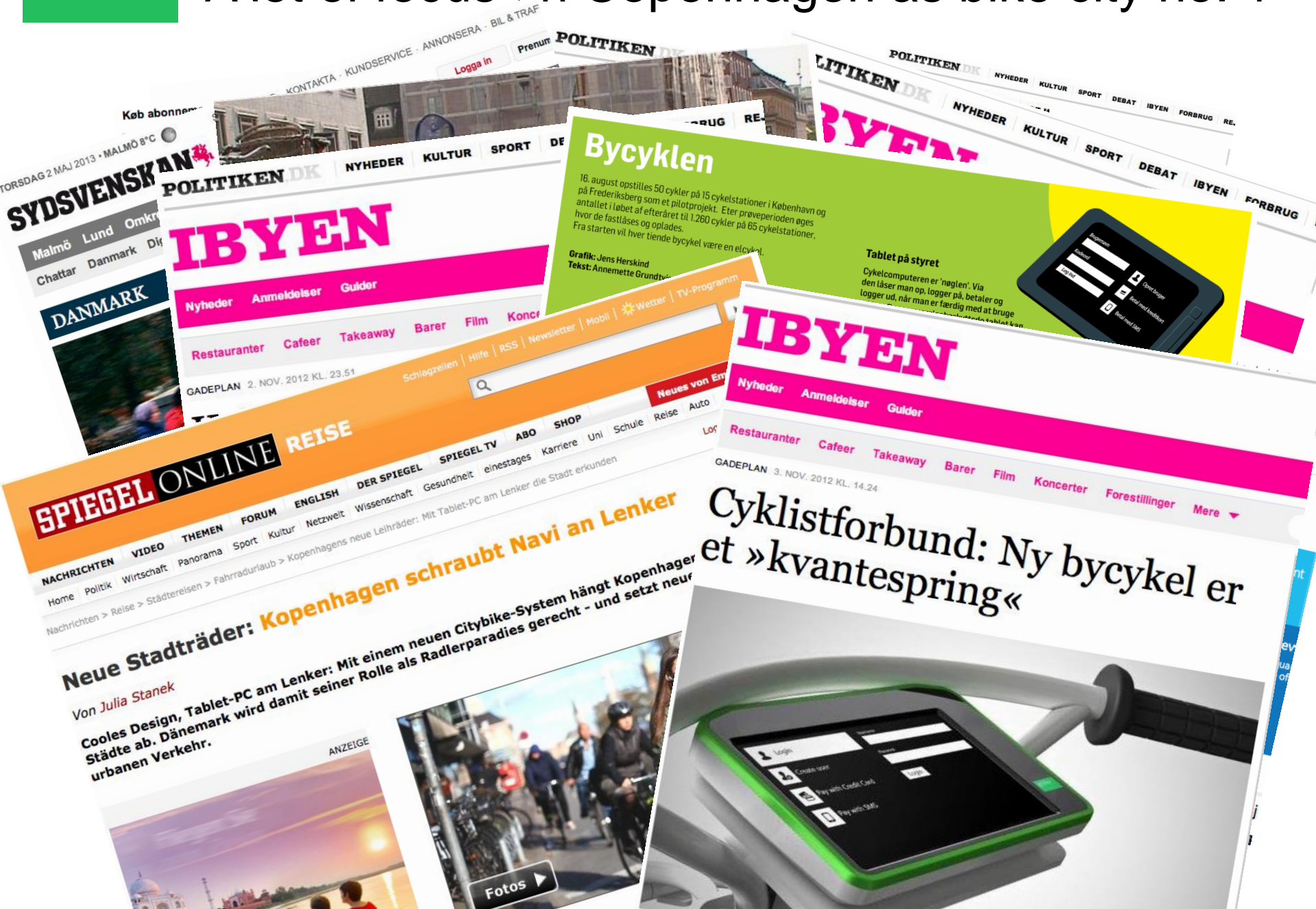


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Copenhagen with ambitions



# A lot of focus on Copenhagen as bike city no. 1



## IBYEN

## Bycyklen

16. august opstilles 50 cykler på 15 cykelstationer i København og på Frederiksberg som et pilotprojekt. Efter prøveperioden øges antallet i løbet af efteråret til 1.260 cykler på 65 cykelstationer, hvor de fastlåses og oplades. Fra starten vil hver tiende bycykel være en elcykel.

Grafik: Jens Hershkind  
Tekst: Annette Grundtvig

### Tablet på styret

Cykelcomputeren er 'nøglen'. Via den læser man op, logger på, betaler og logger ud, når man er færdig med at bruge cyklen.



## IBYEN

## Cyklistforbund: Ny bycykel er et »kvantespring«

## SPiegel ONLINE REISE

## Kopenhagen schraubt Navi an Lenker

Von Julia Stanek

Cooler Design, Tablet-PC am Lenker: Mit einem neuen Citybike-System hängt Kopenhagen Städte ab. Dänemark wird damit seiner Rolle als Radlerparadies gerecht - und setzt neu urbanen Verkehr.





# 40% of all A – B moves on bikes!

## The target is 50%

Se modsatte side for information på dansk

## ENJOY THE CITY BY BIKE

Get on the bike and experience the wonderful sights of the city like a Dane – on two wheels. The electric motor can help you uphill. And with a built in GPS you'll only get lost if you want to.

The bike-share system can be accessed from 20 locations around the city and has 250 bikes on the street at the moment.

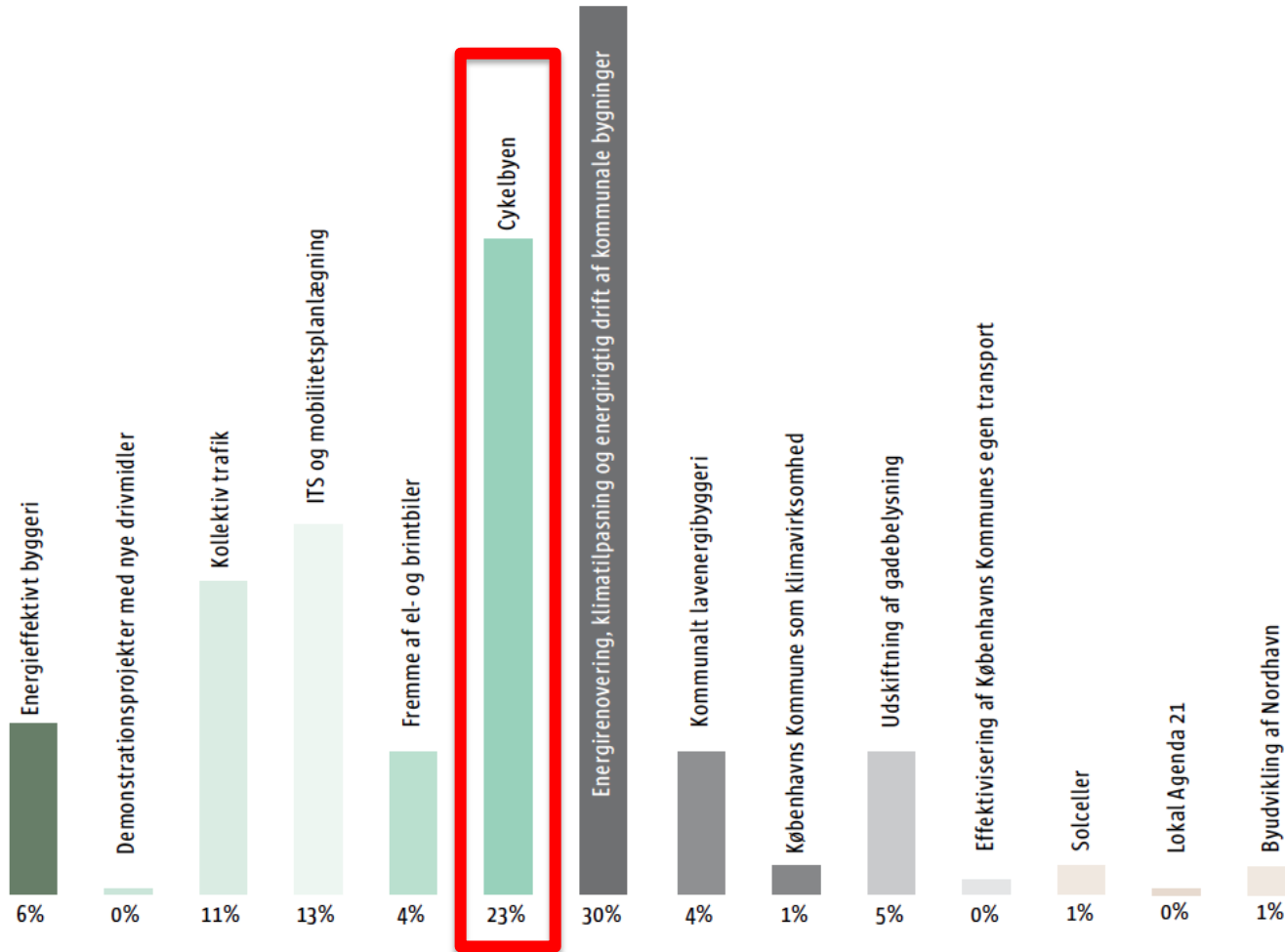
For more information please visit [www.bycyklen.dk/english](http://www.bycyklen.dk/english)

### HOW TO RENT A BIKE

1. Touch the display
2. Follow the directions and sign up
3. You are now ready to enjoy the city by bike



# Bikes are high priority



Figur 16 // Samlede kommunale nettoinvesteringer i perioden 2013-25.

# 300 km of Cycle Super Highways / Avenues

## The concept

Cycle Super Highways in Greater Copenhagen area.

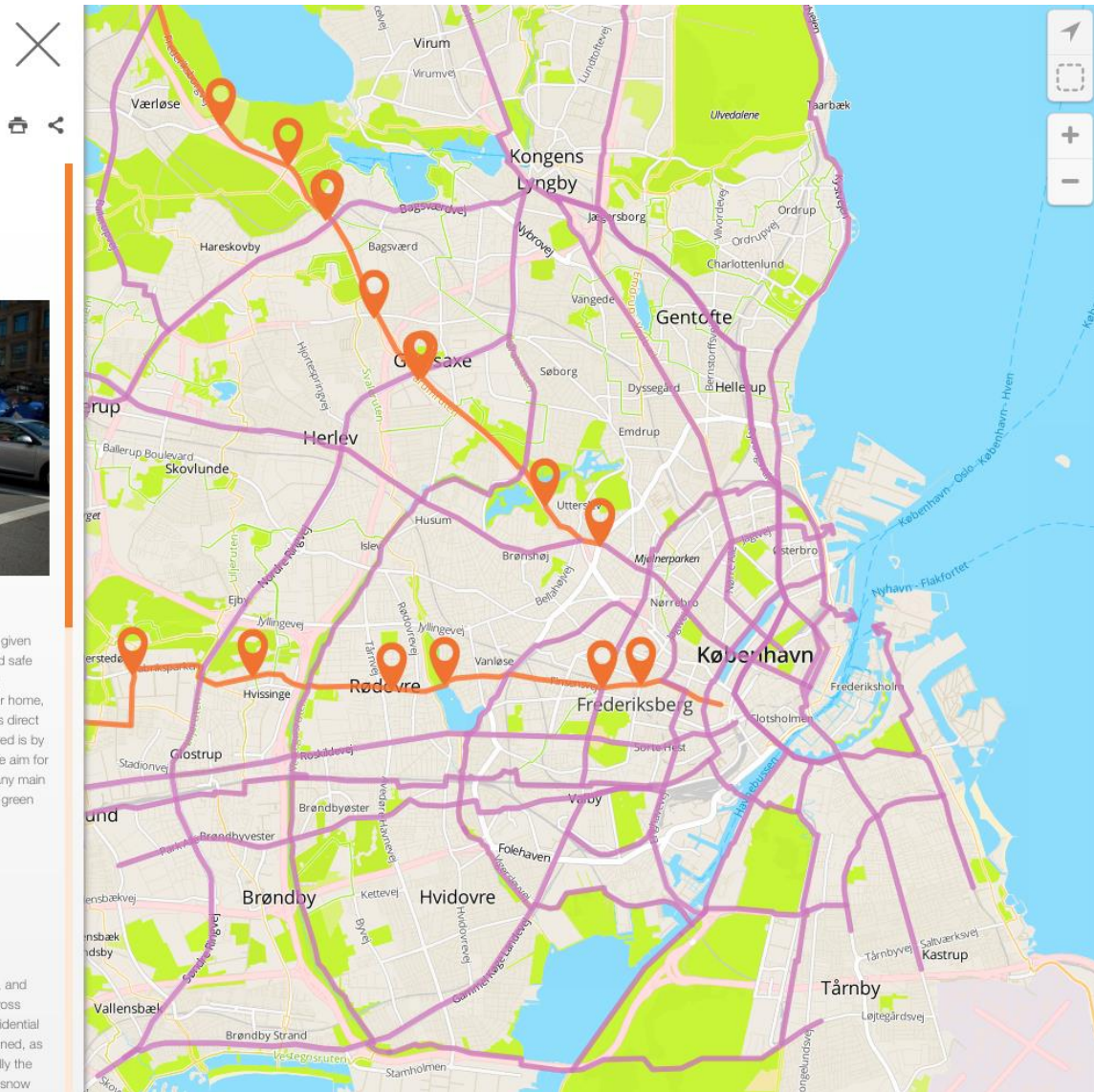


A Cycle Super Highway is a cycle highway, where the commuters' needs have been given the highest priority. The project seeks to create routes that offer fast, comfortable and safe service. A Cycle Super Highway is defined both by its location, as well as its physical qualities. The highway should connect areas with many workers and students to their home, and to public transport possibilities as well. The highways should be fast, meaning as direct as possible and with as few stops as possible. A good example of how this is achieved is by the use of green waves. Traffic lights are normally coordinated in favor of cars, but the aim for the Cycle Super Highways, is for traffic lights to be adjusted for cyclists along the many main traffic arteries. At an average speed of 20km/h, cyclists will be able to surf a wave of green lights through the city during rush hour, without putting a foot down.

### Frequently asked questions

What is a Cycle Super Highway compared to a standard bicycle track?

A Cycle Super Highway is a bicycle track, specifically targeted at commuters' needs, and where one can expect the same high standard all the way from A to B, even if you cross municipal boundaries. Routes are planned so that they connect nerve centers as residential areas, educational facilities and areas with many jobs. Simultaneously, they are designed, as to be the most direct route with least stops and space to keep one's own pace. Finally the comfort for cyclists is a high priority with a smooth pavement, high maintenance like snow





## Bycyklen



Bycyklen is THE next generation of transport for the urban traveller, combining the latest electric smart bikes with convenience, mobility and simplicity of use.

Bycyklen is healthy for the city, not only saving on CO<sup>2</sup> emissions, but our dynamic city bike solution integrates with Copenhagen's & Frederiksberg existing innovative transport infrastructure and offers new opportunities and benefits to the cities community.

**Tourists can see Copenhagen like a Dane - on two wheels.** Climb aboard a Bycykel and experience the sights with a built in GPS the city can be quickly navigated; attractions, museums, events, restaurants, weather and more.

**Flexible and simple to use for commuters.** Commuters who make Bycyklen part of their daily commute can experience a green, healthy and cutting edge alternative. They can choose from flexible options, either using a Bycykel for a whole journey or just part of it.

**The Worlds first Smart Bike**  
The Bycyklen smart bike represents the latest generation of urban electric bikes, combining state-of-the-art mobility, touchscreen computing and GPS navigation all in a stylish and durable design.

The Bycykel is ready for anything; no puncture tires, built in lights, adjustable seat, luggage rack, mudguards, 3 speed Sturmey Archer gears and coaster brakes.

- Stylish and durable for maximum ride quality and comfort
- Integrated onboard computer with GPS route planner for quick navigation
- Every Bycykel has an electric motor with speed settings to assist in all types of terrain
- **Seal of quality:** Manufactured by German company MIFA Sangerhausen Bycyklen benefits from high quality production techniques and materials
- **Tough and durable:** Bycykel onboard computing and GPS is handled by a rugged digital screen that is ideal for extreme work environments manufactured by Getac
- **First digital lock from AXA.** Flexibility to park the bike anywhere safely and securely - even when no docking points are available



## BYCYKLEN QUICK FACTS

- Bycyklen offers point-to-point travel that seamlessly integrates with existing urban transport
- The Bycyklen smart bike integrates with [www.rejseplanen.dk](http://www.rejseplanen.dk) and displays current timetables
- Easy and simple online booking with an overview of available bikes at each charging station
- Charging stations are located close to existing urban transport for ease of use and journey integration
- The city sites can be viewed all through the smart bikes onboard computer; attractions, museums, events, restaurants, weather and more



## Bycyklen

### Flexible pricing

Bycyklen has flexible pricing, designed to make it easy-to-use and suit the different types of user and their unique journey.

Single users can benefit from 'by the hour' pricing whilst regular users can 'subscribe' with a low monthly payment and benefit from a greatly reduced hourly rate and FREE use for journeys less than 30 minutes.



### A complete online solution

The Bycyklen.dk platform delivers all the information that a user needs in a concise easy to use format. It links into a powerful database that can track, manage the users trip and for tourists the system can even create bespoke route plans and inspiring tours of the city to take in all the attractions and sites.

Online a user can locate the nearest Bycykel docking station and check the current availability at one of the Bycyklen docking stations in the city.

To discover first hand the technology behind our solution, please visit [www.bycyklen.dk](http://www.bycyklen.dk) and explore.

### Growing by the day

You can currently pick up and drop off a Bycykel smart bike at one of 25 convenient locations across Copenhagen & Frederiksberg, with new locations added monthly we estimate by 2015 there will be 20 to 65 new locations.

### The Gobike vision of urban mobility

The Gobike system is designed to make getting around the city easy and fun for visitors and residents alike. The system is always evolving and adopting - even learning. This is the unique quality of the Gobike system and why we believe we have something to offer everybody, from tourists, residents, commuters and local authorities and councils.

We believe the Gobike e-bike sharing system will have a profound effect on urban transportation in the coming years.

## Take a ride

If you're writing an article or reviewing Bycyklen please feel free to contact [freemail@bycyklen.dk](mailto:freemail@bycyklen.dk) and we can arrange a free voucher for a 24 hour trial period.



Banegårdspladsen 5,  
1570 Copenhagen V,  
Denmark.  
Tel: (+45) 88 82 64 98  
Email: [info@bycyklen.dk](mailto:info@bycyklen.dk)



Powered by

gobike

# Full Integration with Public Transport



# Expand via Public & Private Cooperation



**EFFEKTIVE  
ERHVERVSLØSNINGER**

**CYKEL DK**

## EASY AND EFFICIENT TO AND FROM YOUR COMPANY



For virksomheder er det effektivt og ansvarligt at give medarbejdere og besøgende nem adgang.

Gobike kører lige til døren med cykelparkering ved virksomheden og knudepunkter rundt omkring i byen, fx på stationen.

### Gobike tilbyder 2 erhvervsmodeller:

1. Virksomheden køber adgang til brug af offentlige cykler til medarbejdere og besøgende
2. Virksomheden køber egne cykler og docking points med placering ved virksomheden

Med gobike-løsningen får virksomhedens medarbejdere adgang til cykler overalt i landet, hvor de er til rådighed.

# 2000 bikes, 3000 docking-points at 105 gobike stations in Copenhagen in 2014 / 2015





# Big and small gobike stations



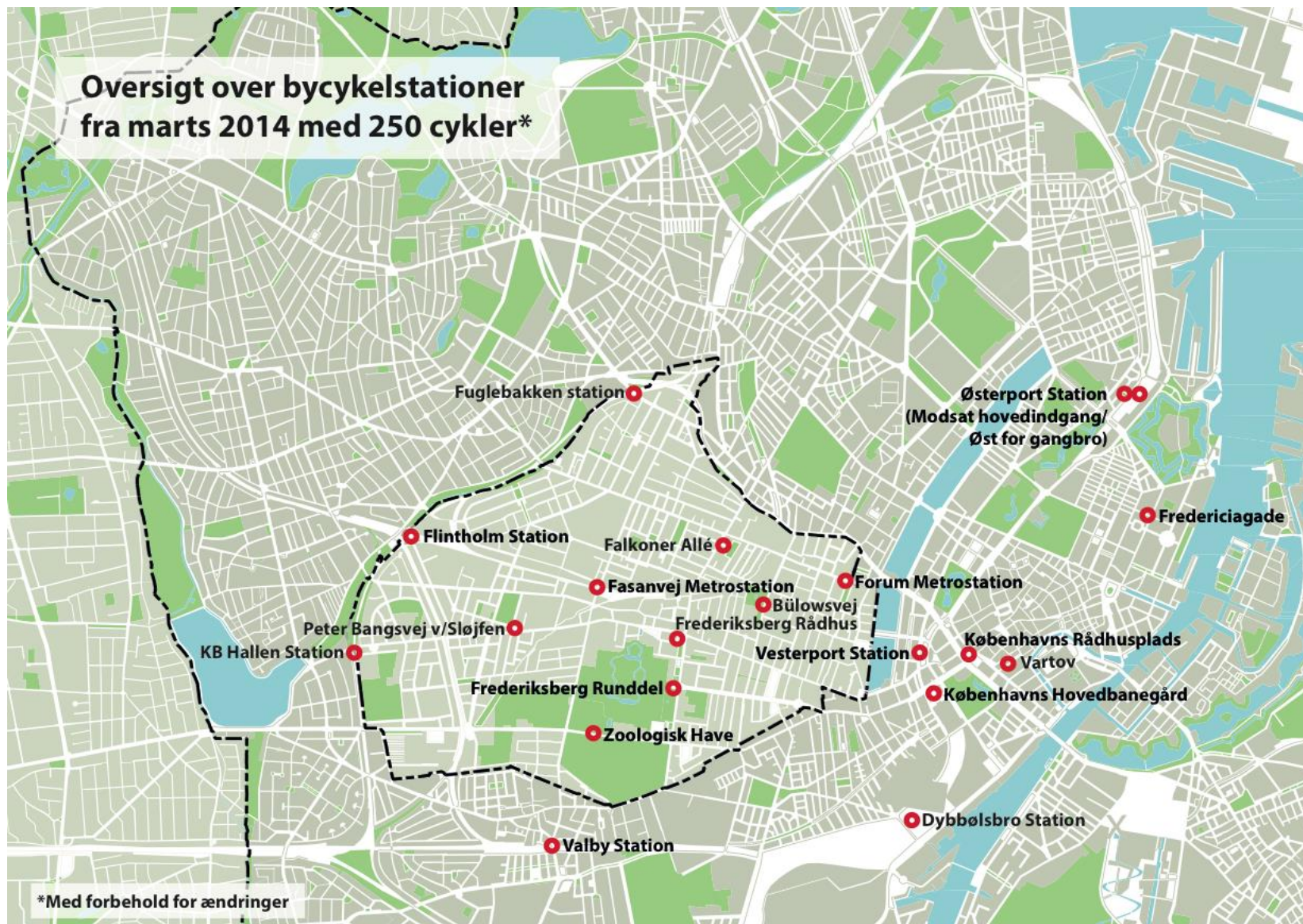
# Easy access to bikes for commuters



# Easy access to bikes for commuters



# First 250 bikes in operation since April 2014



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The bikes

# A unisex bike



# Integrated Digital Screen



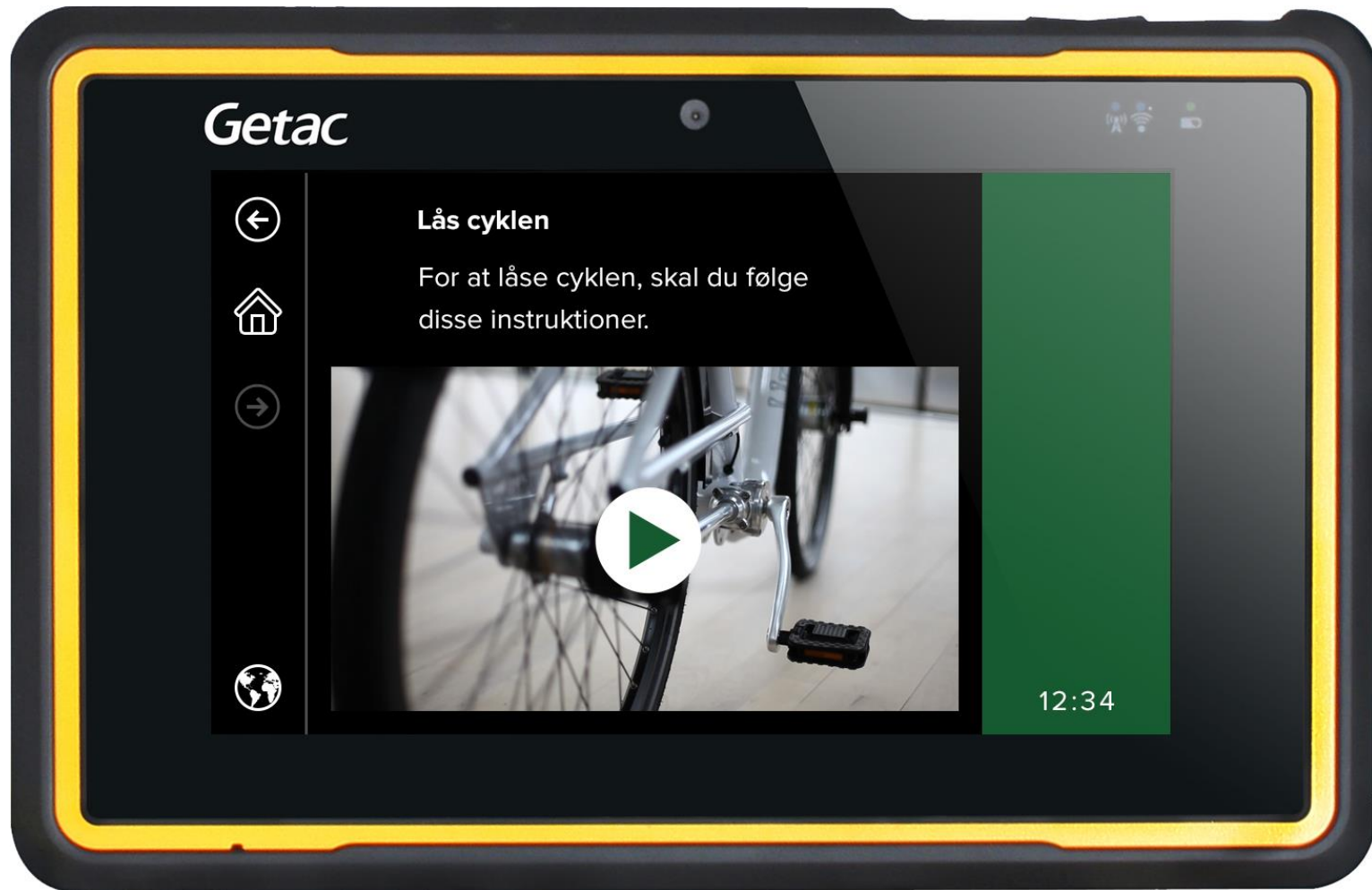
# Digital Lock – first time ever seen





# Take a break – lock the bike and relax





Keep your bag safe



Easy riding – it's an e-bike!



# Short or long legs - Enjoy the same bike!





# Automatic lights and puncture-less tires



# Book your gobike via Smartphone or PC





# The gobike solution – Bicycle Navigation



Traditional Navigation

# The gobike solution - Geomarketing



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System Managemet

## Hi Kasper Larsen!

### Billing Service

Is Up: True  
Status: Running  
Connection: OK

### Booking Service

Is Up: True  
Status: Running  
Connection: OK

### Common Service

Is Up: True  
Status: Running  
Connection: OK

### File Storage Service

Is Up: False  
Status: Stopped  
Connection: OK

### Mail Service

Is Up: True  
Status: Running  
Connection: OK

### Pdf Service

Is Up: True  
Status: Stopped  
Connection: OK

### Bikes in Service

261

### Bikes in Action

68

### Bikes with Reports

39

### Bikes in Dock

161

### Bikes in Repair

6

### Bikes with Low Battery

31

### Docking Stations

19

### Docking Points in Repair

0

### Docking Points in Service

436

### Vacant Docking Points

278

### Docking Points with Bikes

158

### Docking Points with Reports

7

# Manage urban efficiency by facts

## DAILY REPORT

04-05-2014

Clear

	5/4/2014	5/3/2014	Week	Month	Year
Number of accumulated hours of bike rent	208:24	405:58	1683:49	1383:48	6950:11
Distance (km)	1025.1	954.8	4691.4	4196.5	13977.5
Average time(hours)	0:56	1:15	1:09	1:08	1:17
Average Distance(km)	4.7	3.0	3.2	3.5	2.6
Income	6713.00	12311.00	47122.00	41466.00	169182.00
Revenue	6598.00	10620.00	40835.00	34790.00	146599.00
Billing hours	237	482	1901	1527	6357
<b>Trips</b>	220	322	1456	1206	5407
"MonthlySubscription - E-bike" trips	22	72	320	245	934
"DSB Plus Subscription" trips	3	5	49	38	90
"Pay as you go" trips	139	233	888	774	3313
"ZERO" trips	49	9	197	147	1068

Bikes	261
Docking Stations in operation	28
Docking Points in operation	448
Trips/Bike	0.8

### Users by subscription

Total	3402
"MonthlySubscription - E-bike"	227
"Sa"	1
"DSB Plus Subscription"	29
"Pay as you go"	3109
"Monthly Subscription - Manual bike"	0
"ZERO"	36

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Questions?