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Introduction page cycling to work.
Bundeskongress Wiesloch
Germany May 2002.

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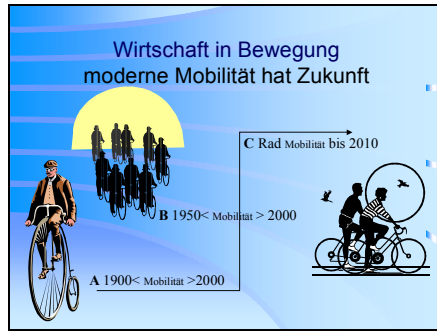
In the 19 century there was no combustion engine to move to work, as a matter of fact people did not move at all only the rich and the noble travelled. This period was the time from boating and horse and coach.

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In the 20th Century the combustion engine was developed and other forms of transport set off, from here the world was moving in the direction as it is now days a consumption society, not only by eating but also by using.

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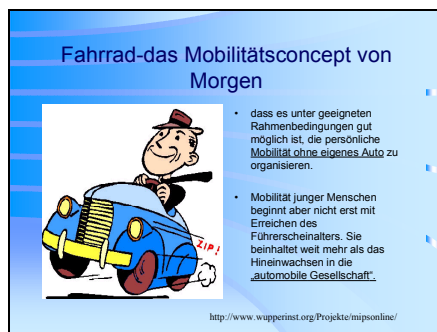
The last Century brought us in 3 steps forwards, at first it was the unique start from cycling and this “toy” was the new mobility mode for the exclusive and elegant part from the society. Followed by the Car and other forms from mobility that finally will lead to massive problems for environment and health. The future part is for the non-consumer and for the self-conscious and well-balanced citizen in our society.

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The massive motorization is not only affecting the street live but also the scenario from more urbanisation will lead to a non acceptable level from modern diseases. Due to the **mass** product will lose its **class** it is a matter from more and from the same that people start looking for alternatives.

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The Wüppertal science institute in Germany developed a model in where the consumption from material has been expressed in Material Input Per Service. Also the German society is talking in manners that express the Car as part from the society and the mobility system, at the same time the concern is made to think about alternatives.

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Fahrrad-das Mobilitätsconcept von Morgen

- **MIPS** steht für
- Material-Input pro Serviceleistung und ist ein Meßindikator zur Analyse und Berechnung des Naturverbrauchs von Produkten und Dienstleistungen.



<http://www.wupperinst.org/Projekte/mipsonline/>

The MIPS concept is written down in an impressive book that underlined that madness we have create in transport and consumption. The expectations for the future are more than bizarre and it will require a total new way of thinking to reach an acceptable way for resource consumption.

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Fahrrad-das Mobilitätsconcept von Morgen

- Moderne Produkten für moderne Leute.
- Im Takt der Zeit.
- Mobilität ist ein Grundrecht für jeden Bürger.




Base on these facts we have to create from now mobility concepts that fit in this direction. Also a low quality product is a way of waist due to its short live span and needles in proper consumption pattern.

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Fahrrad-das Mobilitätsconcept von Morgen (potential?)

• Niederlande	12.0
• Scandic	15.3
• Deutschland	19.6
• France	38.7
• Holland	1019 km
• Dänemark	958 km
• Deutschland	300 km
• France	87 km



What is the potential and where are the differences? You need 12 Dutch people to sell one bike per year after that they will use it over 1019 kilometre per year. With the same comparison factor you need 19.6 Germans to sell yearly one bike and they ride 300 kilometre per year! This figure means in principle that can you sell in Germany 2 million bikes more and if they use it the same way as the Dutch they will make additional 5.5 milliard kilometres per year!

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"MIT DEM FAHRRAD ZUR ARBEIT"
Und ohne zurück.

- Fahrraddiebstahl.
- Fahrradunfall.
- Fahrrad panne.



- Ohne Hehler keine Dieben.
- Ohne Auto's keine Unfälle
- Gute Fahrräder keine Pannne.

The use of the bicycle and the status for it is illustrated by many reasons NOT to ride a bike.

The simple fact that the product as mobility and intelligent product has not been recognised lead to such prejudgement.

You cannot avoid delay in Hi-Tech air traffic, as avoid car theft.

It is simply a matter from basic solutions as infrastructure and product development. If no product requirement there is no customer to buy!

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"MIT DEM FAHRRAD ZUR ARBEIT"
Und gezond zurück.



- Mausarm
- Klima luft
- Hautfarbe
- Bürobauch
- Sitzpo
- Dicke füße
- Bildschirmhals

The basic to be motivated to think about is your future.

Health and working conditions will lead to a different working environment. The publicity around RSI from computer use, and the sitting live the office worker is facing will come to the question how long can I do this?

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Fahrrad - das Playmobil

- Cruiserbike
- Mountainbike
- Rennrad
- BMX
- Reiserad
- Zweites Rad

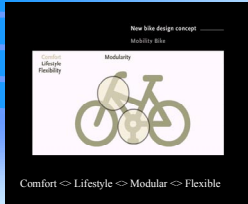


Mobile phones are gadgets and play fulls for many users it the way we travel. The Airplane is loosing its exclusiveness, Car use is not always fun and the body language and exposure from your personality is important.

You have to go outdoors and it must be fun! Like in your younger days.

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Fahrrad - das Fahrmobil



- Faltbar
- Tragbar
- Parkbar
- Sichtbar
- Haltbar
- Nutzbar

The bike industry is working on new concepts to reach that goal. To make cycling enjoyable, to make it personal, to make it fitting in your live style. Other parts from the industry is making new technology in material and communication and provide the end user with new functions and features.

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Das Fahrrad der Chefetage

- Mobilitätsplan
- Car pooling
- Abstellplätze
- Reiseticket
- Versicherungsplan
- Gesundheitsbonus



Politician and decision-makers should give the lead, however it is wish full thinking to wait for them. The motivation for cycling to work start with a mobility guideline on the work floor. Information forwards employees and the incentives that has to be provided such as bike display in the canteen and a simple information board about cycling activities are already a start.

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Unseren Umwelt zum Guten

• Wohnung <-> Arbeitsplatz	8 KM!
• AutoEuro's	€ 865.=
• Fahrrad.... Euro's	€ 201.=

• When sie auch aufhören mit Rauchen und Trinken kommen noch locker € 1500.= dazu!

Research in the Netherlands told us that the distance for commuting between home and office are reaching from 3 to 8 Km in average. The cost is for car € 865. = And for bike € 201. = Per year. Exclude is the cost from infrastructure that is per 1000 Km for car per person € 87. = And for bike € 3. = Only this figure is from the White paper Mobility 2010 time to decide!

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Duale mobilität

Mobilitäts management.
Umwelt schönend




Bavarian Minister Dr. Otto Wiese.

Mobility management and the way companies and people deal with this are a subject that will enlarge the social responsibility factor for companies and industry. Companies with improper mobility management will get penalties in image exposure in the public.

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Intermodality



- Micromobilität
- Fitness for Mitarbeiter
- Grüner Punkt für Mobilitätsplan

Cycling to work is more than just ride a bike to your job! It is a solution and contribution for all of us, it is a concrete plan to make yourself your surroundings and the world a better place. The power of micro mobility and the contribution to your health is from a BIG economical value.

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Duale Mobilität



- Hineinwachsen in die „automobile Gesellschaft“.

From your child days you are influenced to ride a car! It was the after war generation looking for freedom and the ultimate status to own your own car! Industry and politics are telling you how important the mobility is, however the intellect from today PRO-SUMER (Product Consumer) should not be underestimated and time will change.

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Duale mobilität

- Hineinwachsen in die „fahrmobile Gesellschaft“.
- The Cart Bike



Dual mobility is not exclude one versus another transport mode but how to link them? It is more important to understand the mobility forms and look for connections as we can see many examples around the world.

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The Urban Jungle bike



New bike micro mobility concepts will enter the market at the same time publications about smog; traffic congestion and cost from infrastructure will lead to the question how to eliminate unnecessary transport. Europe 115 largest cities are having 80 million inhabitants they are mostly effected by inferior transport system and living conditions.

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The Urban Manager bike



- GPS
- Mobile hands free
- Internet view page
- Power lights
- Grips heating
- Saddle heating
- Safety signalling

The bicycle can easily replace the current status symbols by updating and adding new elements and we are discussing how to introduce and overcome the facts of legislation and regulation. Technical features are to be discussed but there are lots of opportunities to improve and highlight the future.

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5 KM<> Realitätsfactoren

- 5 KM mit dem auto in 10 min (Royal class)
- 5 Km laufen in 1.5 stunde. (Körperpflege pur)
- 5 KM Radfahren dauert 14 min (ist beides)

If we finally look at the facts of live it must be reported that the time factor for many people is the key issue in transport. Parking in town and waiting for traffic lights is the major time factor in and around car use. We know that the personal intimacy from the car cannot be found in public but related to the time factor do we need it?

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Excellence für 2000 usw



Recently we introduced componentry for the future. Electronic shifting computer controlled and based on your personal references. Display on top of the bike report about the gearing the suspension is automatic control and the brakes are hydraulic discs. Led sensor lights and designs making this bike complete. Cost a little more that € 3000. -

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Danke für ihr Zuhören



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Shimano is producer from bike components and a global supplier for the international bike industry. Established in 1921 we have a long history in bike component production and manufacturing technology. Shimano is registered on the Tokyo stock exchange and has production facilities in Japan and far east as well in Italy and the Czech republic.