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Government gives the industry a powerful "push" forward -
New focus at the Eurobike

Cargo bikes are a hit

Friedrichshafen, Germany - Freight-bearing bicycles, also referred to as cargo bikes in the industry jargon, are a real hit in the bicycle market. Market observers report significant growth in this segment. In addition to innovations in design and technology, there are also various funding programs from the federal and state governments and municipalities. With the new cargo area, the Eurobike will be presenting the trending topic on a prominent stage for the first time in Rothaus Hall A1, which is reserved for e-mobility solutions, from July 8 to 10, 2018.

Cargo bikes have long since been transformed from an insider tip in the eco-niche to an urban trendsetter. More and more families appreciate the practical bicycles with a cargo bed as a stylish second "car" or even a replacement for a first car. Logistics companies in turn are discovering cargo bikes more and more as an ingenious solution for the difficult last mile in urban environments.

Already in 2016, some 15,000 cargo bicycles with electric drive systems were sold in Germany. Although the market figures for 2017 are not yet available, market sources state that the sales volume last year was approximately twice as high as in 2016. The 2018 trend points to a further increase:

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According to the latest edition of the "Bicycle Monitor"[1], a survey commissioned by Germany's Federal Ministry of Transport and Digital Infrastructure, some 7% of Germans can imagine purchasing a cargo bike as their next bike. Measured by the total German market of around 4 million bicycles per year, the market for cargo bikes still has a promising future.

In recent years cargo bikes have picked up speed, not least thanks to electric drives that can be used to effortlessly carry a heavy payload, such as a family's weekly groceries. The smart design of many cargo bike models and technical innovations are also important sales impulses, but there are very specific financial incentives for cargo bike buyers in many localities. In Munich, for example, the purchase of commercially and privately used e-cargo bikes is awarded with an incentive amounting to 25% of the price, paid from city coffers. Baden-Württemberg in turn subsidizes the purchase of cargo bikes with an electric motor with up to 4000 euros when the vehicles are used commercially. This model is catching on: The Transport Committee of Germany's Bundestag is currently discussing whether there should be a purchase bonus nationwide for cargo bikes used commercially. An overview of the grant programs currently offered in Germany can be found on the specialty portal cargobike.jetzt at www.cargobike.jetzt/kaufpraemien/.

This trending topic will also be more in focus at Eurobike, the leading international trade fair for the bicycle industry. Project manager Dirk Heidrich explains: "For the first time in 2018, we will be concentrating completely on the subject of e-mobility solutions in Rothaus Hall A1. In the Cargo Area there, we will be presenting providers of heavy-duty,

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transport, and specialty bicycles, thus providing retailers with a unique market overview in what is to be a booming market in the future.”

The 27th Eurobike will be open from 8:30 am to 6:30 pm from Sunday, July 8, to Tuesday, July 10, 2018, and is only accessible to trade visitors and accredited journalists. For more information, visit: www.eurobike-show.com and www.facebook.com/eurobike.tradeshow.

[1]

<http://www.bmvi.de/SharedDocs/DE/Artikel/G/fahrrad-monitor-2017.html>

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