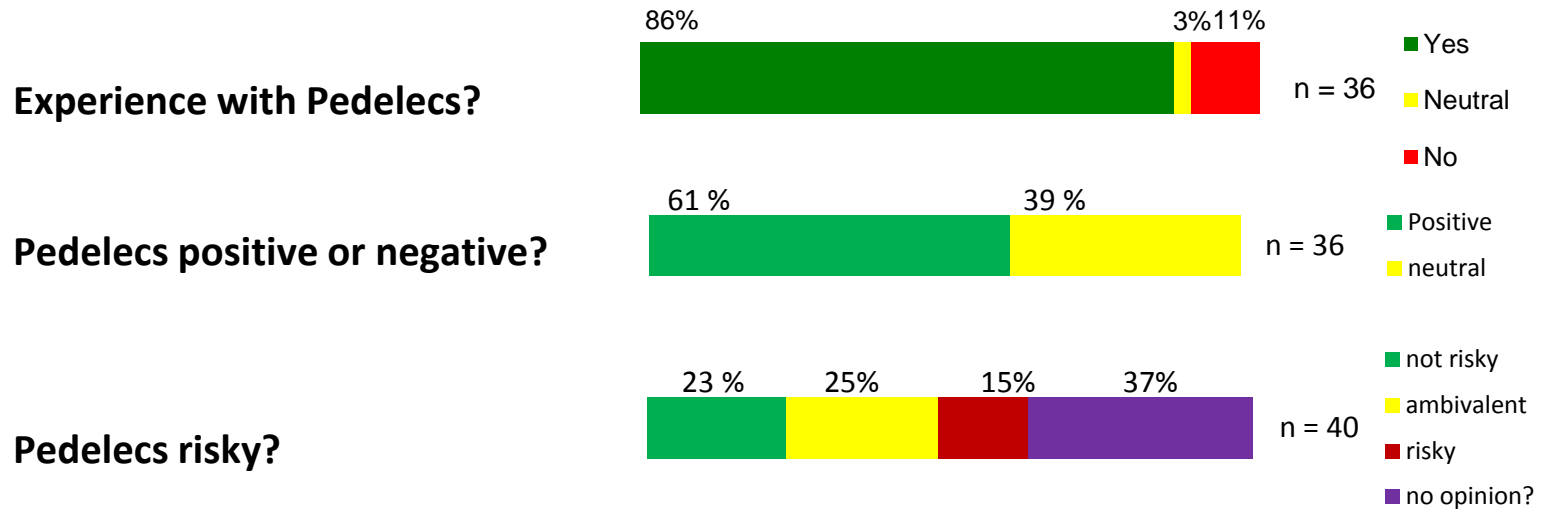


Is the electric bicycle the future or a Trojan horse?

Workshop velocity Vienna 2013 – response of auditory



Pedelecs target groups, actors?

- Employers 45 % (n = 47)
- Politicians 47 % (n = 47)
- Mobility managers 21 % (n= 47)

Pedelecs target groups, consumers?

- Lower income group (instead of public transport)
- Young generation
- Commuters, elder people, school children (secondary school)
→ growing activity radius
- Community nurses, postmen ...
- tourists

Trojan horse? (will e-bike replace „old“ market) ? → **New balance!**