



A growing market for the bike industry? Cargo Bikes for commercial transport – potential and challenges

Friday 29th August 2014, 9:00 am - 10:30 am
EUROBIKE Academy, Messe Friedrichshafen, Conference Center East, Room Rom

Traditionally having a strong role in postal services and on factory premises the cargo bike is now getting more and more attention from other sectors as a clean and efficient urban transport alternative. Attractive new models with pedelec assist and load capacities up to 250 kg led a growing number of companies to test and successfully implement cargo bikes in their fleets.

At the EUROBIKE Academy the European project CycleLogistics Ahead and the Verkehrsclub Deutschland (VCD) invite you to discuss the market potential and the challenges for the bike industry with the new trend of cargo bikes in commercial transport.

Welcome

Arne Behrensen, Verkehrsclub Deutschland e.V. (VCD), Project Manager Cargo Bikes

Opening Address

Siegfried Neuberger, Zweirad-Industrie-Verband (German Cycle Industry Association), Executive Director

Panel with short presentations by:

- **Karl Reiter**, Austrian Mobility Research, Co-ordinator of EU project CycleLogistics Ahead
Potential of Cargo Bikes to replace cars in urban transport
- **Ernst Brust**, velotech.de GmbH, Executive Director
The German DIN working group on Cargo Bikes and the coming DIN standard
- **Richard Armitage**, European CycleLogistics Federation (ECLF), Director
Experience of companies using Cargo Bikes and their expectations of the bike industry
- **Arne Melse and Elias Gansel**, DHL Europe
The current and future role of cargo bikes in European cities for DHL

Moderator: Kevin Mayne, European Cyclists' Federation (ECF), Development Director

Contacts and funders

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