

# Press text Go Pedelec!

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The slogan 'Go Pedelec!' is the name of an EU-cofinanced project, carried out by four municipalities, three non-profit-organizations and three private companies. The common goal of these ten partners from Austria, the Czech Republic, Germany, Hungary, Italy and the Netherlands is to raise awareness about pedelecs among citizens as well as among municipal decision makers.

## 1 What is a 'pedelec'? – a bicycle with electric motor assistance

Focus of the project is a special type of electric two-wheelers so-called 'pedelecs'. The electric motor supports the pedalling cyclist, never substitutes him completely, e.g. doubling his current muscle power contribution. Compared to other electric vehicles, this concept has the following advantages:

1. Because of the lightweight construction and the muscle power of the driver, pedelecs have the lowest energy consumption among motorised vehicles of private transport. Their primary energy consumption is 20 times less compared to a car.
2. Riding a pedelec is as simple as cycling – the motor just increases the pedal power proportionally, there are no additional controls, pedalling just becomes easier.
3. Thanks to the pedal drive you always reach home, even at empty batteries.
4. The necessity to pedal although a motor is available is better for health and makes rides in winter warmer than on a scooter.

In comparison to a conventional bicycle, the assisting electric drive of a pedelec has the following advantages, justifying its higher price:

1. particularly **slopes** are easy to overcome.
2. because of higher speed, **more destinations are accessible** within convenient time.
3. **business people** may arrive in office, meetings etc. without sweating.
4. **elderly people** keep active and mobile longer

## 2 Go Pedelec! Road-Show Information Days

The core part of the project are 15 'road-show-information days' which will be held in five project partner countries, giving to the citizens the possibility to experience the feeling of electrically assisted cycling on a test track. For this purpose, in every participating city a test parcours with a steep ramp will be installed for several days.



Road-Show on a city square. Source: ExtraEnergy.

Other municipalities may request such road-show information days from the project co-ordinator. The price for the event will be fixed on an individual basis and depends on the duration of the planned event and on the synergy (route planning) with other events already scheduled.

During the road-show information days the following supporting activities for special target groups will take place:

1. A workshop for **municipal decision makers** on topics such as experience in other European cities with pedelecs.
2. Expert training for **bicycle retailers** who often do not have the necessary knowledge of components specific to a pedelec – the battery, the electronic control system and the electric motor.



Mr. Imre Szabó, Hungarian Minister of environment and water affair on a pedelec during the road-show information days in Budapest, March 4th, 2010

### 3 Further activities and deliverables

In addition to the road-shows the following activities will be carried out:

1. publication of a **handbook about pedelecs** translated to Czech, Dutch, English, German, Hungarian and Italian
2. a **market assessment and survey** among citizens, retailers and municipal decision makers
3. building **five national networks of pedelec experts**

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