

# Pedelec Game changer for Belgian Mobility







## Dutch speaking cyclist union in Belgium





#### City Bike

- Daily trips
- 0-5km (max. 10km)





#### Race Bike

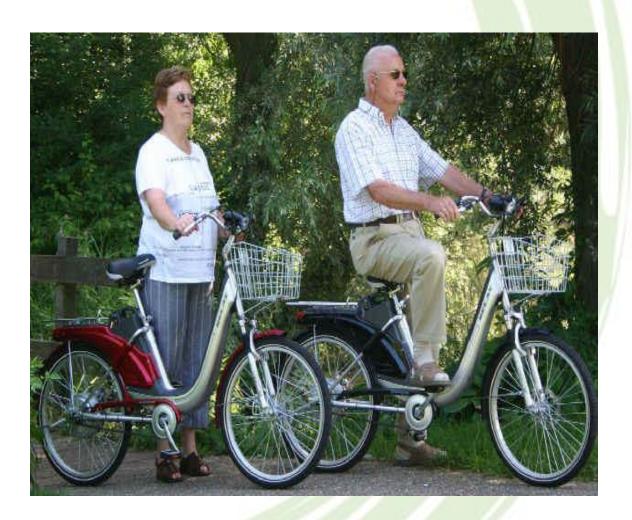
- Commuting
- Recreational
- 10-100km





## Pedelec: the beginning

- Older people
- Recreational
- Shopping





#### Pedelec: now

- Recreational
- Commuting
- Shopping
- 5-20 (50)km





### Speed-Pedelec

- Commuting
- Recreational
- 10-50km





All ages – different user types - 38%

<50years







Commuting





#### Recreational





Sport





## Shopping/Transport/Children





Cargo





#### Top Selling

- 40% off selled bikes
- 190,000 pedelec
- 475,000 total





#### Speed pedelec next big thing

• Speed pedelec:

10,000





## First EU-country with laws on speed-pedelec











#### Pedelecs and Bicycle highways









#### Growing network







5.000€ support





#### Safety first



