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The Bike will be the Driver's Future

- In 2023, there will be three times more electric bikes in cities in Europe, and 27% more in the world.
- China is by far the largest bike market, representing 85% of global sales
- The Bike-sharing system has already become an eco-friendly alternative for more than 700 cities

In the report "[The city of the future belongs to cyclists](#)", published in June 2015, Allianz explains how urban mobility is changing due to a rapid increase in both electric and self-service bikes. Cities around the world are encouraging the use of self-service bikes to improve quality of life and to continue to fight against air pollution, which is responsible for killing 7 million people worldwide every year (source: OMS).

China is leading the pack, but Europe is not far behind

On a global scale, more than 30 million bicycles have been sold, with 85% in China. China also has the largest structure for self-service bikes. In Hangzhou, 78,000 bicycles are available for rent. There are now over 700 self-service bike platforms in 57 countries. In Europe, the largest programmes are successful, even if there are « only » 20,000 bikes in Paris and 10,000 in London. A recent ranking positions Copenhagen as the best city in the world for biking (source [Copenhagenize Index 2015](#)), stripping Amsterdam, the biking capital, of its first place title. Figuring in this ranking's Top 10 are three French cities: Strasbourg (4th), Nantes (7th) and Bordeaux (8th).

From the bike's coronation to the advent of the electric bike!

In September, the European Cycling Federation published a study on cycling in Europe. Impressive figures announce a bright future for the «Petite Reine»! The study showed that the bike market represents 655,000 jobs in 27 European countries, including 221,000 in Germany and 65,000 in France. In addition, cyclists represent 7.5% of European traffic – a figure that should continue to grow thanks to the electric bike. Currently, people over 50 years old represent the most relevant age bracket for the electric bike. Nevertheless, a new trend is emerging – young executives are using electric bikes to make long, effortless business trips. Between 2013 and 2014, we saw a 37% increase

in the sales of electric bikes in Europe. In Germany, for example, about 480,000 electric bikes were sold in 2014 (+17% over 2013). According to Navigant Research, the annual turnover of electric bike sales could increase by 27% to reach \$ 40.3 million by 2023.

The bicycle – a mobility style or a lifestyle?

The development of bike paths and the growth worldwide of self-service bike infrastructures has, in just a few years, caused these self-service vehicles to evolve from being a fashion trend to becoming an integrated part of people's everyday travel practices. Today in the Netherlands, Groningen's city centre traffic is comprised of 61% cyclists and 36% automobiles (Source Vélo City 2015). Paris, another example, aims to grow its city cyclist population from 5% to 15% by 2020. (Source Vélo City 2015). We now see in many countries that the bike has become more than a means of transportation – this vehicle suggests a new lifestyle.

« Technicality, associated with technology and infrastructures, has enabled the bicycle to reclaim urban spaces. The use of bikes is increasing, but usage is no longer confined to simply getting from one place to another, as shown in our Mobility Trends Observatory: the Chinese bike home-on-wheels, the Danish electric wheel as a source of traffic information, or bike hitch-hiking in the Netherlands. All these examples reconfirm and remind us of the predominant place the bike has in our future means of travel as well as in our future lifestyles, » says Rémi Grenier, CEO Allianz Global Assistance.

Sources:

Earth Policy Institute (2014) "[Bicycle Share Fact Sheet](#)"

EurActiv (2015) „[Air pollution will kill thousands in Europe, EEA warns *... +](#)“ Navigant Research (2014) "[Electric Bicycles](#)"