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Cycling and new technology

Cycling is a new technology

Kevin Mayne
ECF Development Director
Cycling and new technology

• Cycling in technology deployment
• Getting in the room
• Level playing fields and red lines
Objective: “cycling in all policies”

The European Cycling Strategy

- Behavioural change
- Infrastructure
- Vehicles
- Financial
- Multi-modality
- Industrial
- Governance
- Monitoring and Evaluation
“Competitiveness of the EU automotive industry is very important for the future growth of the EU economy.”

“Smart Cities projects will result in integrated commercial-scale solutions with a high market potential, in the field of energy, transport and ICT.”

Directive: “Member States are required to roll out infrastructure for alternative fuels”

“Daimler and BMW announced the merger of their mobility services divisions, signaling the significance of the ongoing global shift to Mobility as a Service (MaaS)”
Cycling in all policies:

Cycling must be in technology policy and deployment
Strategy “Cycling as a new technology” (Fusion mobility)
A level playing field
Do not cross the red line
Do not cross the red line

Autonomous Driving

Mobility as a Service
Cycling and new technology

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Thank you

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