



Bike-Leasing

A successful way to increase cycling to work



Velo-City 2017

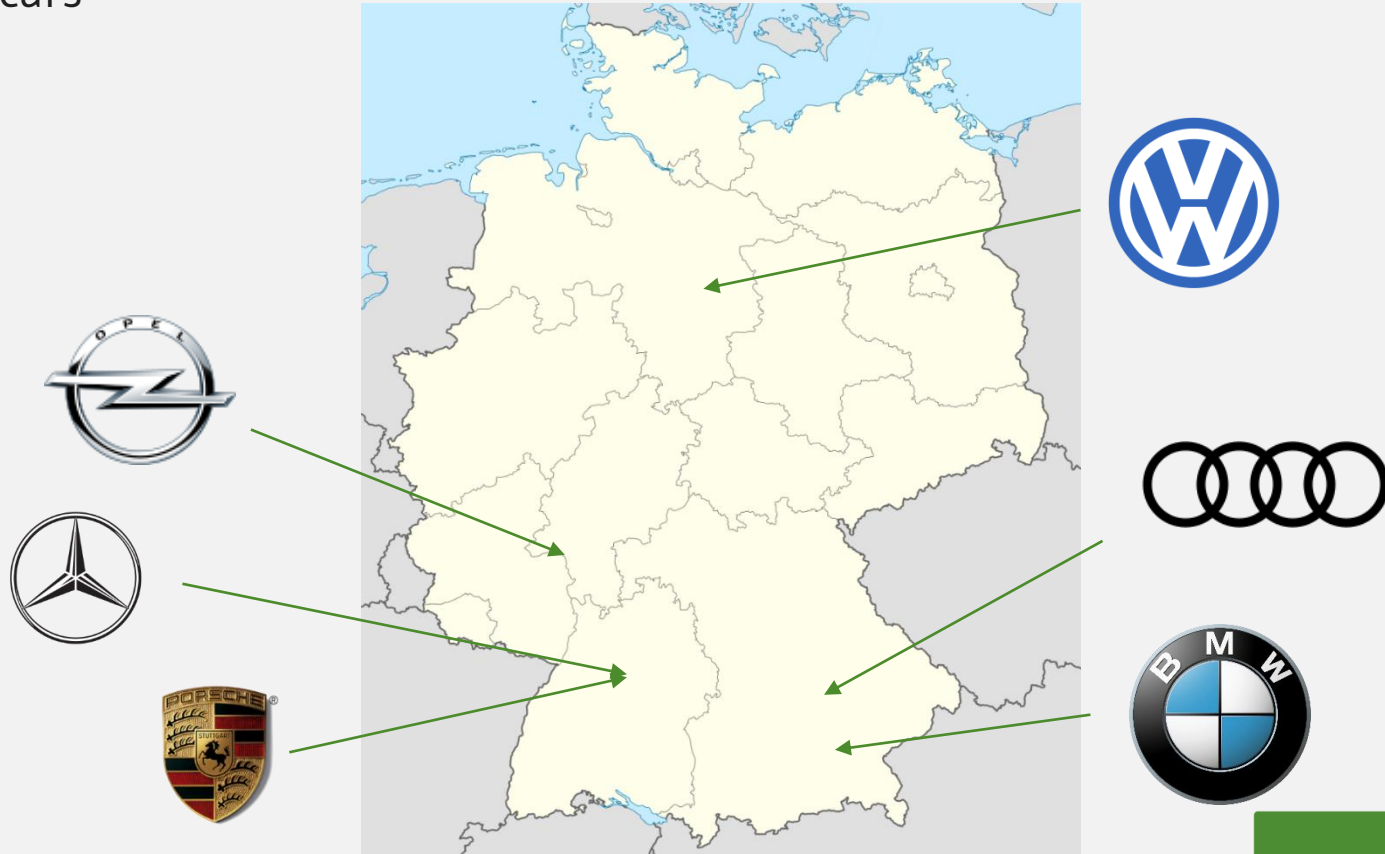
Ulrich Prediger – Founder & Managing Director

In Germany Carl Benz invented the car

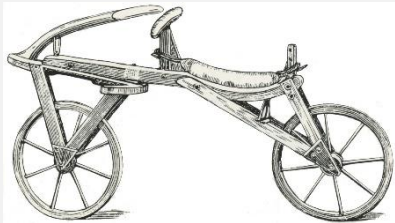


Today we still build cars

...lots of cars



But we also invented the bicycle



We invented: Company bikes instead of company cars



How to encourage people to cycle to work?

Infrastructure? Yes, but...



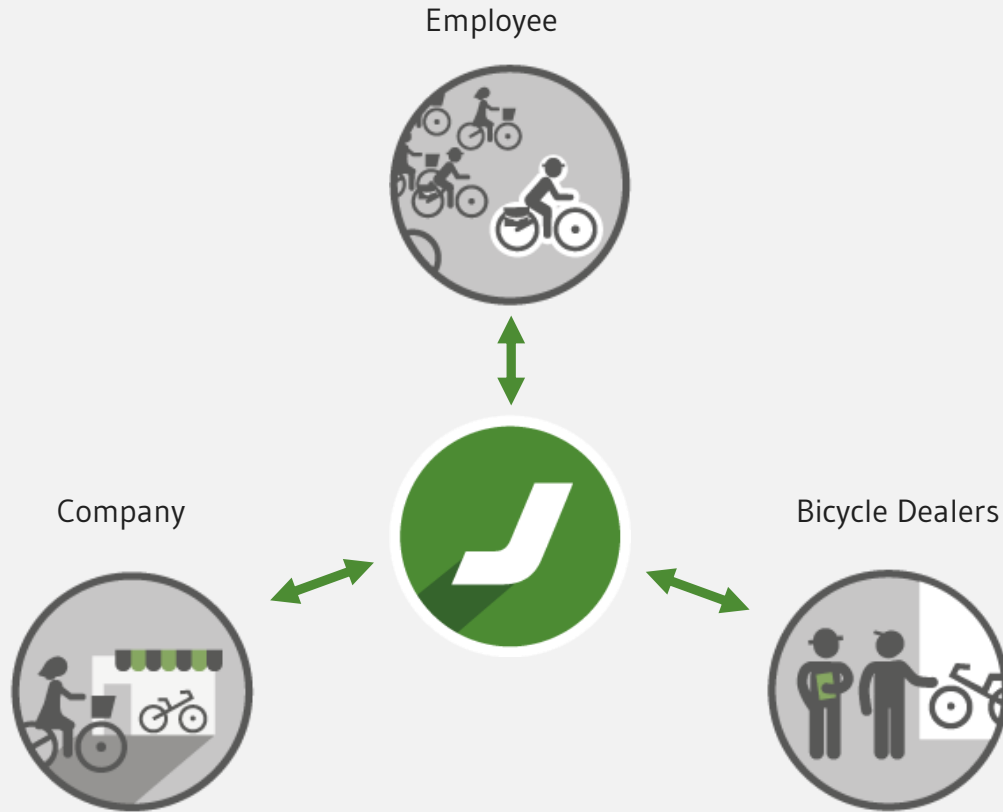
https://commons.wikimedia.org/wiki/User:Dirk_Schmidt

How to encourage people to cycle to work?

With a high quality bike



JobRad connects all players

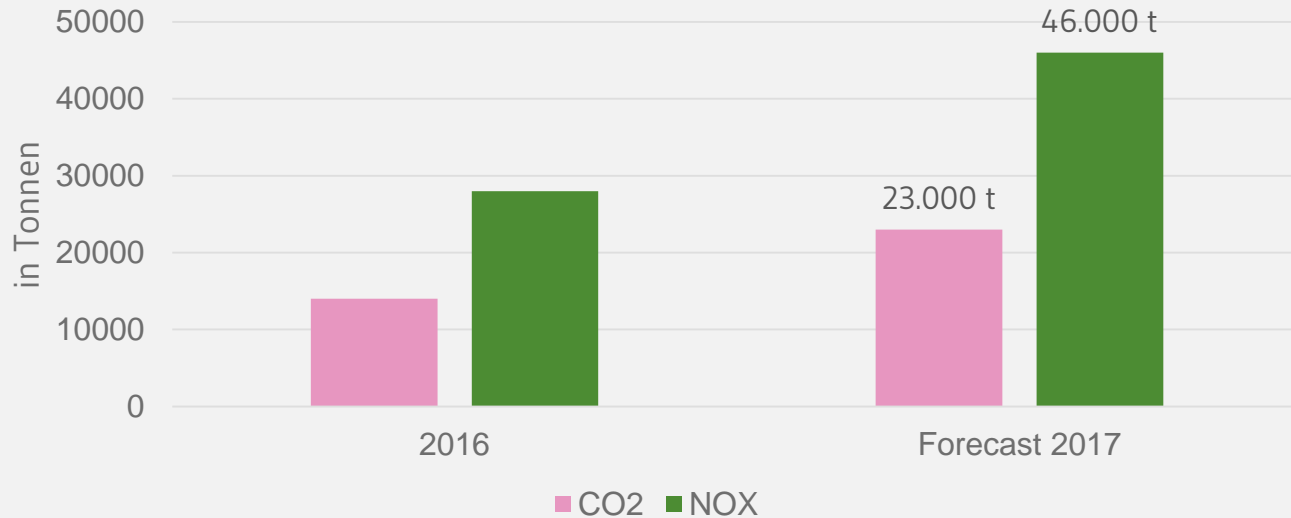


Cycling for the climate



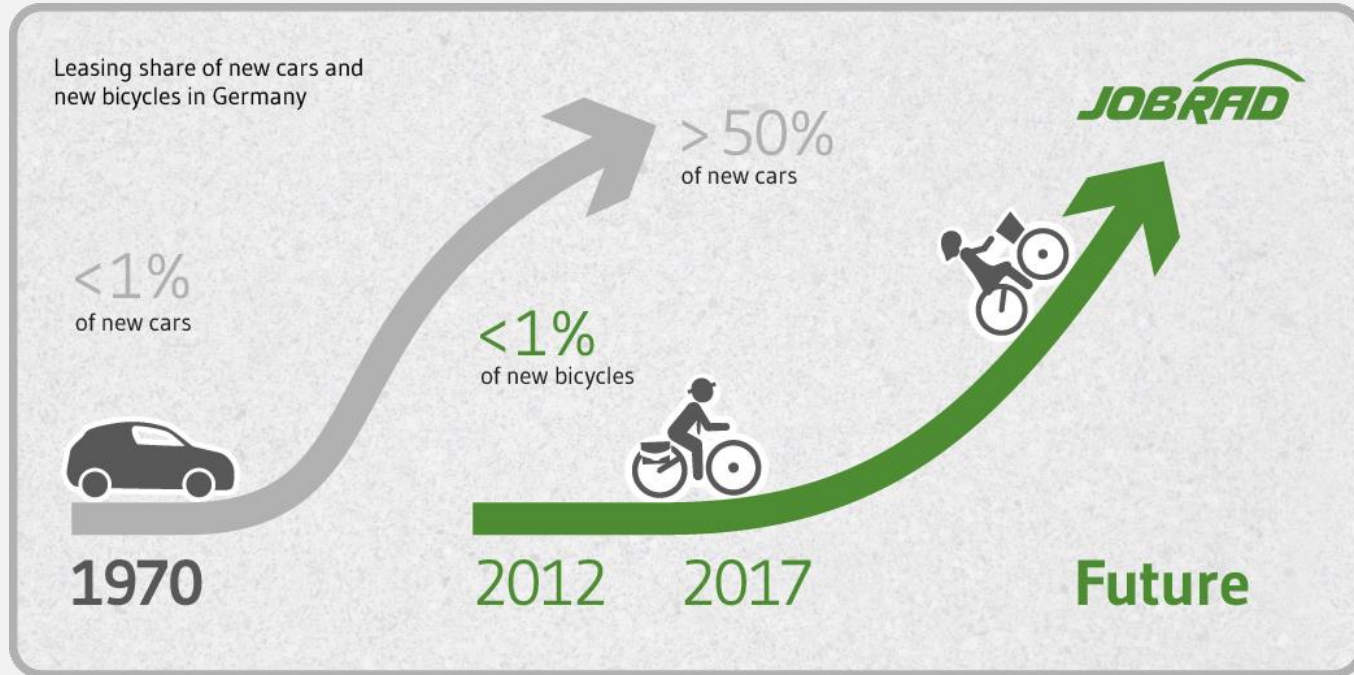
CO₂/NOX reduction

Employees switching from cars to bikes



Potential for leased bicycles in Germany

A growing market





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