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

Company

Employee

Bicycle Dealers
Cycling for the climate

CO$_2$/NOX reduction

Employees switching from cars to bikes

<table>
<thead>
<tr>
<th>Year</th>
<th>CO$_2$ (t)</th>
<th>NOX (t)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>23,000</td>
<td></td>
</tr>
<tr>
<td>Forecast 2017</td>
<td></td>
<td>46,000</td>
</tr>
</tbody>
</table>

in Tonnen

16.06.2017 Velo-City Arnhem-Nijmegen
Potential for leased bicycles in Germany

A growing market
Contact us:

www.jobrad.org/kontaktformular

Phone: 0761-205 515 0
E-Mail: info@jobrad.org

Leaserad GmbH
Augustinerplatz 2
79098 Freiburg