

# Better Bicycles & Bicycle Determinants

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Ideas for Today and Tomorrow  
Electrical shifting/Intuitive shifting



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CONSUMER  
PROTECTION

Portable mobility



**NEW RESPONSABILITIES**

Full suspension →



# Vision Statement

- ◆ Advanced mechanical technology will lead forwards trouble and maintenance free products.
- ◆ Easy handling means easy access and stimulate the use of the bicycle.

# Bicycle Determinants

- ◆ Reasons for **not** riding a bike.
- ◆ Reasons for **riding** a bike.
- ◆ -----
- ◆ Weather conditions ?
- ◆ Technical conditions ?
- ◆ Physical conditions ?
- ◆ Traffic conditions ?

# Bicycle Determinants

- ◆ If riding a bike is not recognized as **fun** people will not ride.
- ◆ Not the weather or any other reason is more important than **the fun to ride**.
- ◆ The riding conditions are most important stimuli to ride.

# Today's Situation

- ◆ After years of motorized transport policy it require time to communicate the benefits.
- ◆ Cycling as a transportmode and its mobility as well health aspect are easy understandable.

# How intelligent is the Bicycle today ?

- ◆ Gear controls are trouble free.
- ◆ Braking is reliable.
- ◆ Bicycle is Light in weight.
- ◆ Safety is integrated aspect.

## But do you know ?



# How intelligent is the Bicycle **buyer** today ?

- ◆ Not the number of gears is the interested part.
- ◆ Not the flashy name ore color.
- ◆ But if you cannot use a product in a environment were it belongs why should you spend your money ?

# Available Options

- ◆ State the alternative strategies
- ◆ List advantages & disadvantages of each
- ◆ State cost of each option

# Recommendation

- ◆ Recommend one or more of the strategies
- ◆ Summarize the results if things go as proposed
- ◆ What to do next
- ◆ Identify Action Items



**THANK YOU FOR YOUR ATTENTION**