

# Breakthrough for Copenhagen's New City Bike

Copenhagen's new bike share project has taken off big time and got its breakthrough in August with more than 32.500 trips in one month – three times as many trips as in June. The numbers also show that it's not only tourists are using the city bike, but that the residents of Copenhagen and commuters, too, have started to use the bikes as the connecting link in the public transportation system. Still more people are signing up for the subscription plans that are being offered to regular users indicating that Copenhageners – some of the world's most avid bikers – are using the bikes to reach their destinations around town.

Since its launch more than one year ago, the number of bikes has now reached more than 1000 bikes at 71 one locations around Copenhagen and the municipality of Frederiksberg. In November, when the program is completed, 1860 bikes will be available on the streets of the city. “We see these numbers as proof that tourists have started to use the city bikes from the moment when they became available in bigger numbers at the right spots around town,” said Torben Aagaard, the CEO of GOBIKE Denmark A/S, the company in charge of establishing and operating the city bike system. “Now, the objective is to make Copenhageners really familiar with the bikes and the system in order to achieve the envisioned interaction between the bike and the public transportation system, i.e. the busses, Metro and the city trains. “

Aagaard points out that the success in August has been remarkable because the marketing campaign has not yet been fully rolled out and 860 bikes still have to be launched in the coming weeks and months along with the charging docks.

The city bike that has been described as a smart bike is equipped with an electric motor and a tablet computer that provides the users with a GPS and Internet access to assist them on their trips. Technologically, it's the most advanced city bike on the market, and it has attracted a lot of attention and interest from abroad. The bike has already been launched in Stavanger, Norway, and is being tested by several other European cities.

“When you are a first mover and launch something new, it's a great feeling to see that the bike, after such a short time, has become such a success in Copenhagen,” said Torben Aagaard. “We see this as a confirmation of our concept, and we take pride from the fact that the bike had its breakthrough in Copenhagen that prides itself as the biking capital of the world. This will attract even more international attention.”

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