



With New Bike, Copenhagen leads the Way to Better City Life

With 1860 city bikes launched Copenhagen has completed its roll-out of one of the most modern and ambitious bike share programs with a trendsetting electric bike equipped with a tablet computer that will provide its users with a built-in navigator, offer useful city and traffic information and help operators with managing the fleet like no other system on the market.

90 docking stations are now located at busy Copenhagen and Frederiksberg Municipality hubs. The city bikes are designed to become the fourth leg in the public transportation system. They will connect busses, trains and the metro and help commuters and tourists beat the traffic and get to their destinations with ease despite the congestion that has become the scourge of most metropolitan environments. They can do that without breaking a sweat thanks to the electric motor that all bikes are fitted with.

“We are both pleased and proud that we can offer the residents and visitors a cutting edge city bike that will make city life easier and, at the same time, help Copenhagen to live up to its reputation as the world’s biking capital,” says Torben Aagaard, CEO and Founder of BikeShare Danmark A/S. Copenhagen scrapped its pioneering, but outdated city bike system years ago, and while there is no shortage of private bikes the city has not been offering a bike share program like many other European capitals. “So it’s an important milestone for Copenhagen as well as for us as a start-up company,” says Aagaard. “We are now ready to roll out our bike sharing system internationally and work with our clients in other countries.”

After three years of developing and testing Gobike A/S introduced globally the new generation of citybikes fitted with electric motors and digitalized. BikeShare Danmark A/S, responsible for the Danish Operation, and the city authorities agreed in December 2012 that the Copenhagen bike had to be in a league of its own in terms of technology, user friendliness and as an example of what the new sharing economy has to offer. The purpose is to make cities more livable and simultaneously help in making Copenhagen a leader in reducing the CO2 footprint.

With the launch of the many citybikes the numbers of users and trips have gone up dramatically. Obviously and predictably, tourists are some of the frequent users of the bikes. But now, the statistics show another clear trend – residents are beginning to use the city bike in steadily increasing numbers as commuters begin to discover how convenient the city bike is. Still more people

are signing up for the subscription plans that offer users a better deal. Whether they are going to a meeting in downtown Copenhagen or going to their offices farther away from the center, the city bike is easy to pick up, ride and to drop off at their destination.

“Clearly, the bike is for everyone’s use, but we welcome the new trend because we want to see the city bike become the primary choice of commuters as the link between public transportation and their final destination,” says Lars Bruhn, the chairman of BikeShare Danmark A/S. “As it should be in the modern economy our bike is not just a bike, but also a companion and a tool that make commuting in the city easier, more comfortable and fun. We firmly believe that this is part of the solution for a better life in the cities of the future.”