

Bike Sharing 2008-2011: OBIS Impacts and Developments



Photos – Source <http://www.facebook.com/pages/Bike-Share-Philadelphia/8085941822>

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Bike Sharing 2008-2011: OBIS Impacts and Developments

- Overview – BS Market 2008 – 2011
 - Main Developments
 - The Future?



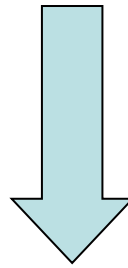


<http://bike-sharing.blogspot.com/>

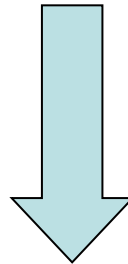


BS Market 2008 – 2011

2nd generation



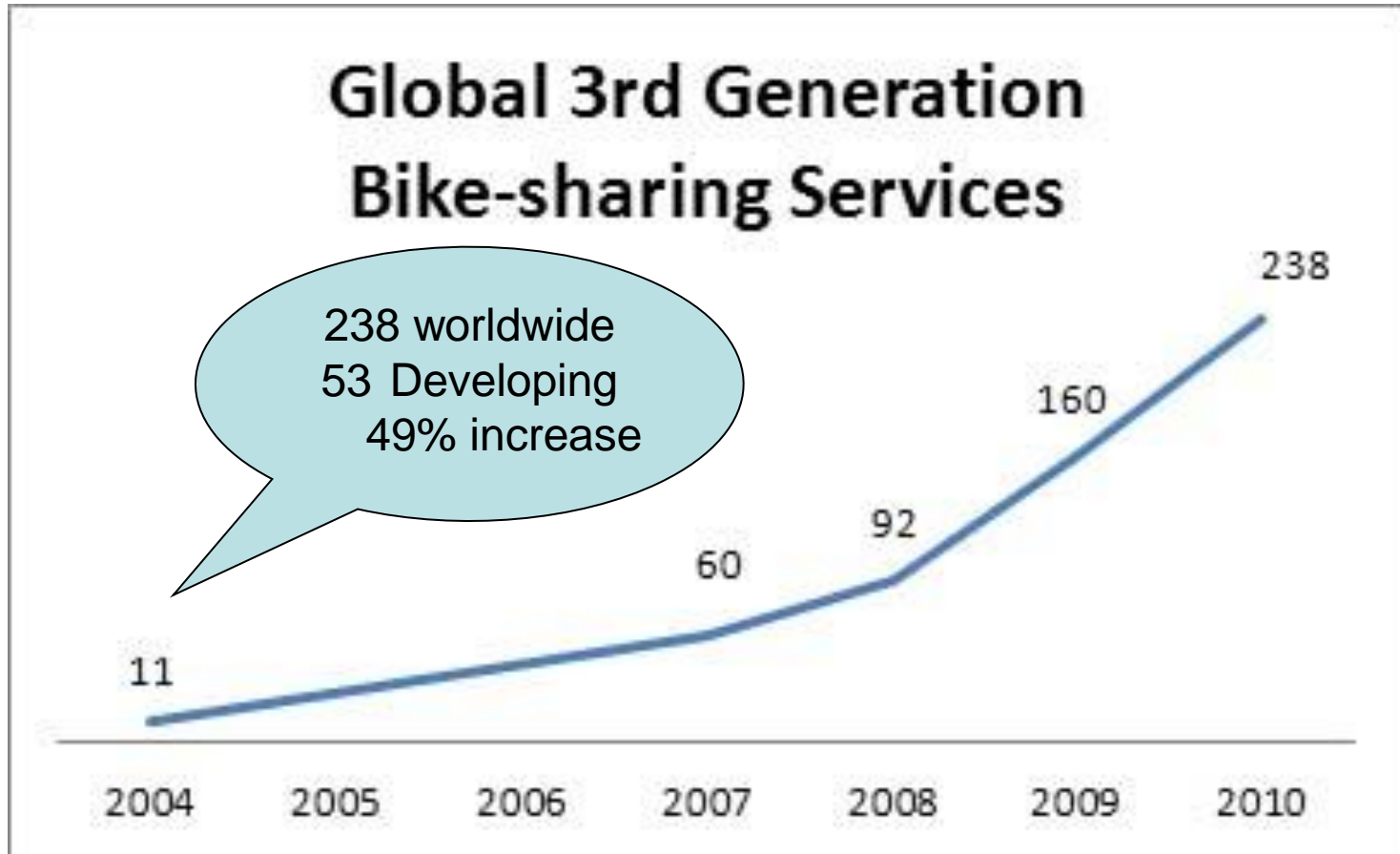
3rd generation



4th generation



End of 2010



<http://bike-sharing.blogspot.com/>



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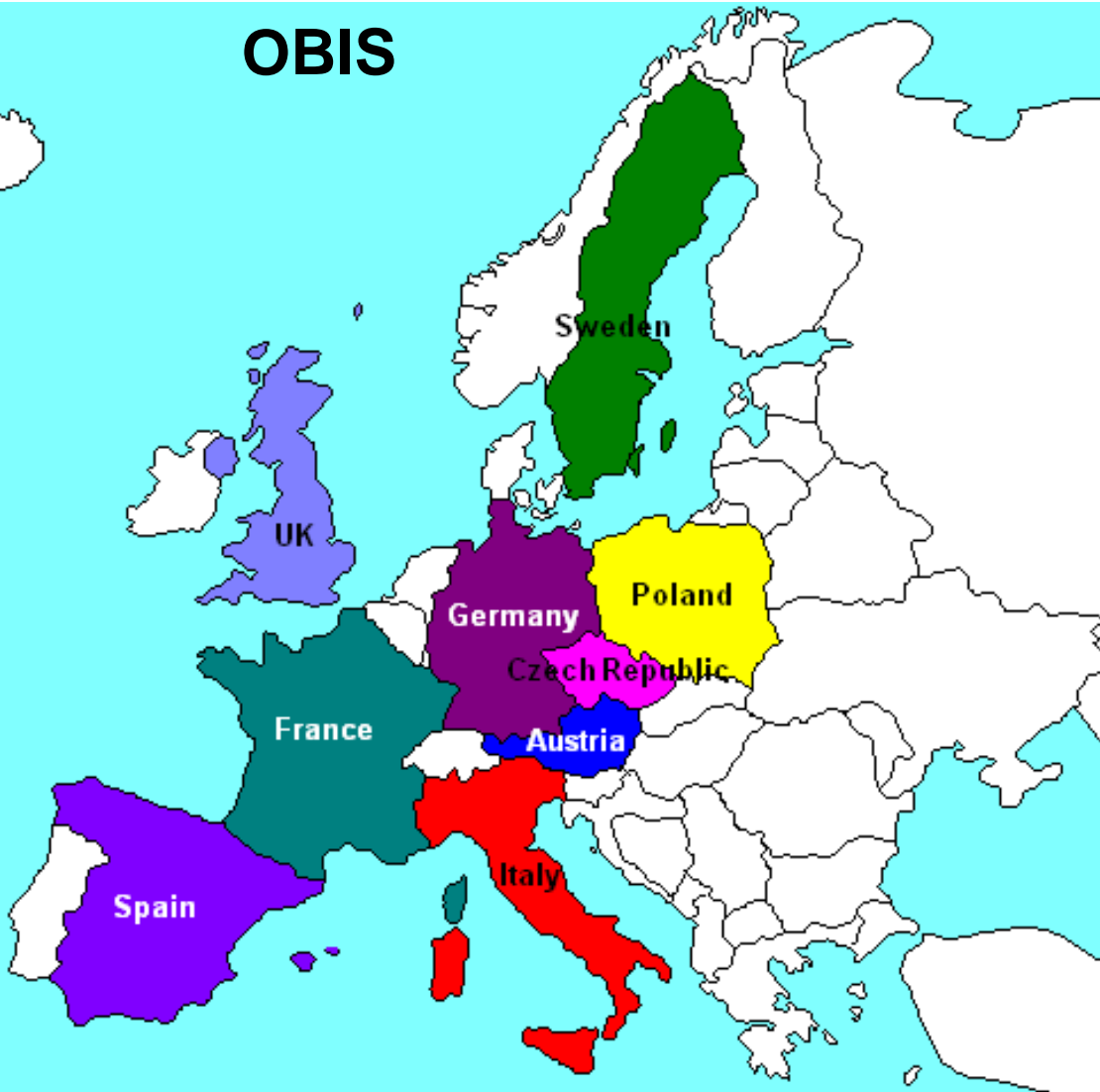
Asia / Australia / Americas



<http://www.facebook.com/pages/Bike-Share-Philadelphia/8085941822>



OBIS



Austria
Czech Republic
France
Germany
Italy
Poland
Spain
Sweden
UK

Barcelona to India..... Bicing.....to..... FreMo



2011 Schemes 1

March	USA	Deco Bike Miami	1,000 bikes 100 solar powered stations
March	Argentina	Mejor en Bici - BsAs	500 bikes 12 hubs
May	Israel	Tel-O-Fun Tel Aviv	1500 bikes 150 stations
May	Canada	Bixi - Toronto	1,000 bikes 80 stations

2011 Schemes 2

May	Germany	Norisbike - Nuremberg	750 bikes 66 stations
May	Slovenia	Bicike(LJ) Ljubljana	300 bikes 31 stations
June	Germany	Call a Bike in Berlin	
End 2012	Mexico	Mexico City	4,000 bikes 275 stations



Main Developments 1



- Advertising contracts combination?
- Sponsoring
 - Barclays – London



- Companies – Stockholm



- Universities (Guangzhou)

Main Developments 2

Technology

- Smart phones
- Integration with PT – smart cards




Design

- Unique BSS (not off the shelf)
- Copenhagen – competition


Copenhagen competition

THE WINNERS OF
CPH BIKE-SHARE COMPETITION


I  CPH

HOME JURY / ADVISERS JURY REPORT ORIGINAL SITE RIGHTS / FUTURE


1. PRIZE
LOTS DESIGN, KOUCKY & PARTNERS




1. PRIZE
THOMAS COULBEAUT




2. PRIZE
KASPAR GRUNDAHL,
MORTEN ENGEL



3. PRIZE
JACOB KRISTENSEN,
MALTE AGERSKOV



SPECIAL PRIZE
JUNG GEUN TAK,
SHINHYUN KANG



127 ENTRIES FROM FIVE CONTINENTS
VIEW ALL ENTRIES

Main Developments 3

Communication / Promotion

“Boris Bike Tandem” – Kate and Wills



Miami DecoBike





Future?

Ongoing integration with public transport
BORDEAUX - V3 V-cub(e)

- 13,000 subscribers
- 75% subscribers = full transit
(not just the bikes)
- 1.6 million trips – 2010





Future?

- Electric bikes
- Integration into modern urban mobility schemes
 - E-cars
 - Car Clubs
 - Public Transport
 - Scooters, Bikes
 - Cargo Bikes?
- More apps.....



Future?

Hangzhou, China



2011 = 50,000 bikes

2020 = 175,000 bikes

<http://www.streetfilms.org/the-biggest-baddest-bike-share-in-the-world-hangzhou-china/>

Acknowledgements

With grateful thanks to:

<http://bike-sharing.blogspot.com/>

[Bike-Share-Philadelphia](#)

And all the other Bike Sharing Schemes.....

Disclaimer

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Useful Weblinks

<http://bike-sharing.blogspot.com/>

<http://www.facebook.com/pages/Bike-Share-Philadelphia/8085941822>

www.obisproject.com

<http://www.streetfilms.org/the-biggest-baddest-bike-share-in-the-world-hangzhou-china/>



Thanks for listening.

Questions?



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