



# WHAT CAN THE RANGE OF PEDAL-ASSISTED E-BIKES MEAN FOR SUSTAINABLE URBAN MOBILITY & TRAFFIC SAFETY?

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# THE PROJECT

A person in a white shirt is working at a desk. They are pointing at a laptop screen and a tablet. The background is filled with various data visualizations, including line graphs, bar charts, and a world map. The overall theme is business and technology.

Innovation  
Branding  
Solution  
Marketing  
Analysis  
Ideas  
Success  
Management

Innovation  
Branding  
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Success  
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Tec  
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# EU FRAMEWORK



# definition

[def-uh-nish-uh n]


## **noun**

1. the act of defining, or of making something definite, distinct, or clear.
2. the formal statement of the meaning or significance of a word, phrase, idiom, etc., as found in dictionaries.
3. the condition of being definite, distinct, or clearly outlined.

otics. sharpness of the image formed by an

4 Television. the accuracy of

# PEDELEC – BICYCLE


	Max speed	Power	Need to pedal?	Helmet	Driver's licence	On cycle paths?	Number plate
<p>Pedelec</p> 	25 km/h	Upp till 250 W	Ja	Under 15 år krävs cykelhjälm	Nej	Ja	Nej



# MOTORISED BIKE – MOPED CLASS 2

	Max speed	Power	Need to pedal?	Helmet	Driver's licence	On cycle paths?	Number plate
Motorised bike 	25 km/h	250-1000 W	Trampor ska finnas, men el-assistans kan finnas med reglage	Vanlig cykelhjälm	Förarbevis moped klass II 15 år	Ja, om inte tilläggs skylt "ej moped" finns	Nej

# SPEED PEDELEC – MOPED CLASS 1

	Max speed	Power	Need to pedal?	Helmet	Driver's licence	On cycle paths?	Number plate
<p>Speed pedelec</p> 	45 km/h (absolut max-hastighet)	max 4000 W (vid två hjul)	Nej	Moped-hjälm	Förarbevis moped klass I 15 år	Nej	Ja, baktill



# SPOT THE DIFFERENCE




Pedelec



Motorised bike



S-pedelec



# THE POTENTIAL PEDELECS

# THE POTENTIAL

## FASTER/POWERFUL EPACS



# **THE IMPACT ENVIRONMENT**



# THE IMPACT

## SOCIAL SUSTAINABILITY



# SAFETY



THIS "GHOST BIKE" IS PLACED  
HERE TO MEMORIALIZE  
CYCLISTS KILLED  
ON GREENVILLE COUNTY  
ROADS

LEARN AND FOLLOW THE RULES OF THE ROAD  
ALWAYS USE A HELMET

[www.ghostbikes.org](http://www.ghostbikes.org)

*In 2015 for the first time e-bike sales accounted for more than 50% of the total Dutch turnover reached with the sale of new bicycles.*



**THE IMPACT ECONOMIC**

# THEY'RE COMING!



Prepare



A night photograph of a road with streetlights and the word 'INFRASTRUCTURE' overlaid in white text. The road is dark asphalt with scattered brown leaves. A white crosswalk is visible in the middle ground. In the background, a series of streetlights line the road, and a grassy hill is visible on the right. The sky is dark with a hint of orange from the setting or rising sun.

**INFRASTRUCTURE**



VEHICLE



USER

A close-up photograph of a dark wooden gavel resting on a stack of three old, worn books. The books have brown leather covers and visible page edges. The background is a soft, out-of-focus light beige color. The word "LEGISLATION" is overlaid in white, bold, sans-serif capital letters on the right side of the image.

# LEGISLATION



**THANK YOU!**

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