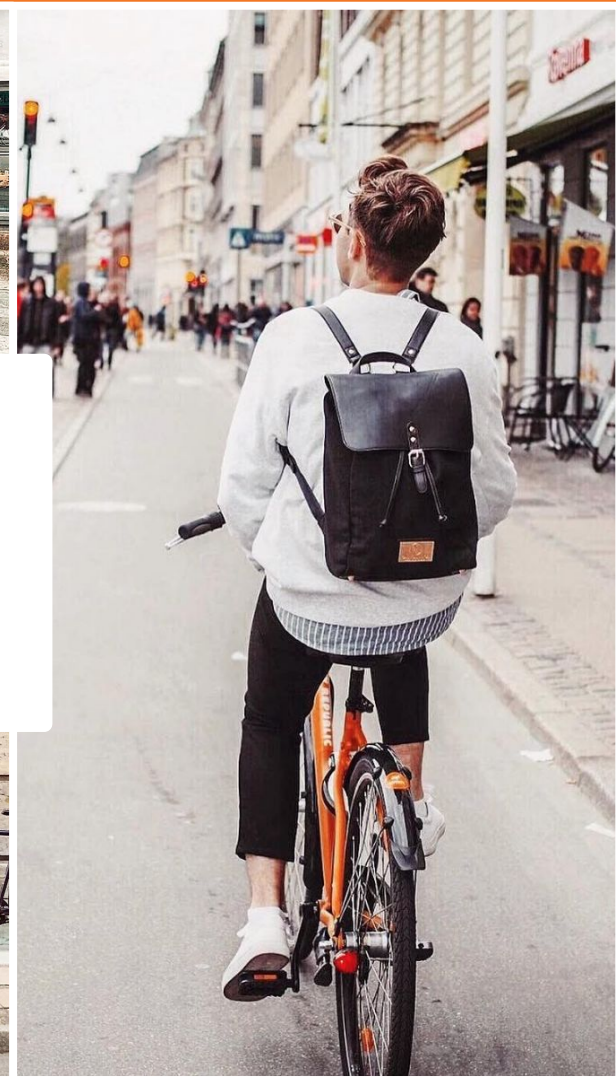




**DONKEY**  
REPUBLIC

**Bike Sharing in Medium to High  
Modality Cities**













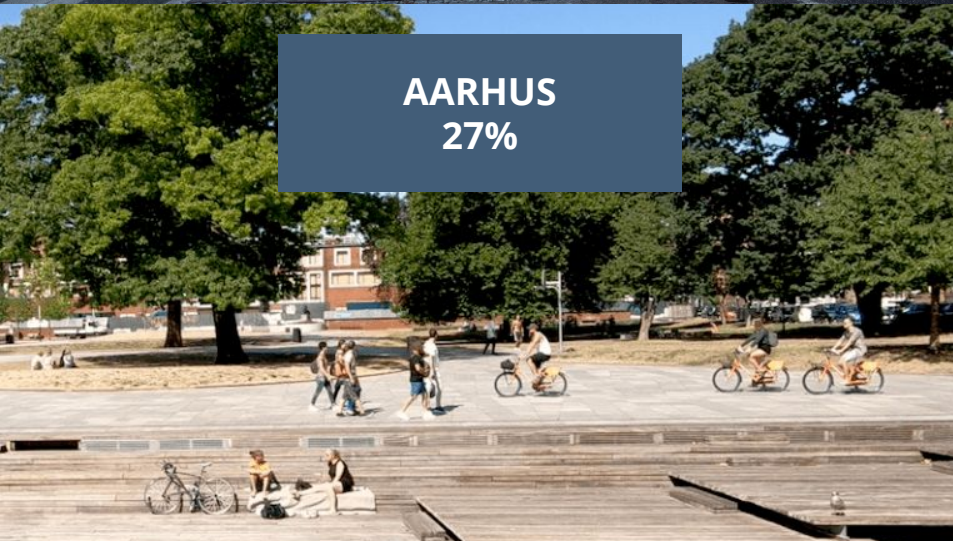
**COPENHAGEN**  
49%



**ROTTERDAM**  
20%



**AARHUS**  
27%



**UTRECHT**  
51%





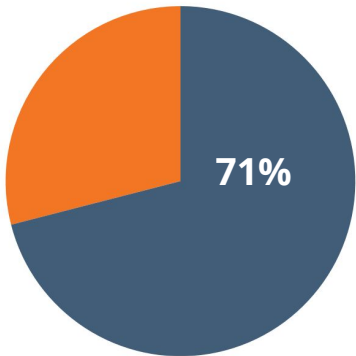


**YES**

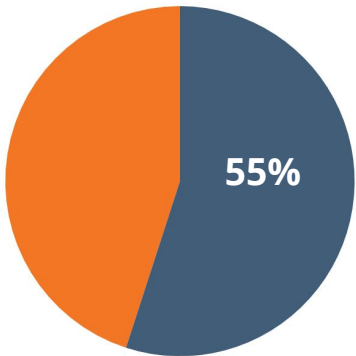
# MAJORITY ARE LOCAL USERS AND GROWING

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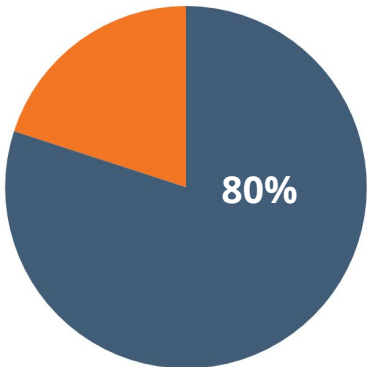
COPENHAGEN



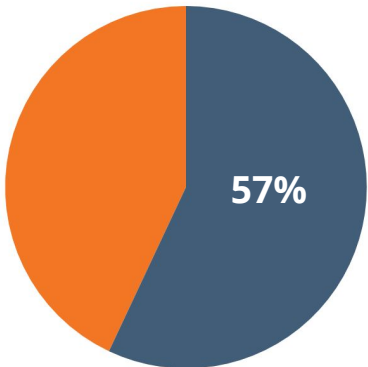
UTRECHT



AARHUS



ROTTERDAM



## WHY DOES IT WORK?

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**FLEXIBILITY**



**MAINTENANCE**



**THEFT**



# VALUE FOR SOCIETY



PUBLIC SPACE



DORMANT BIKES



MORE CYCLING TRIPS





## UTRECHT SURVEY OF NON-USERS (n=3.119)

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- 40% did not know of the service
- 34% said they would use if their private bike broken or stolen
- 59% where open to the idea of using Donkey bikes

## COPENHAGEN SURVEY OF LOCAL DONKEY USERS (n=247)

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- 58% have a private bike
- 23% replaced their private bike with Donkey subscription
- 41% say they use car less or much less because of service



# GOOD REGULATION IS CRUCIAL

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**1-Environmental impact**

**2-Space management**

**3-Physical Activity**

**4-Cost of living**

**5-Connected mobility**

**6-Safety**

**7-Healthy / sustainable market**

INTRODUCTION

MARKET

WINNING THE CITIES

# WINNING THE RIDERS

SUSTAINABLE ECONOMIC MODEL

THE FUTURE

