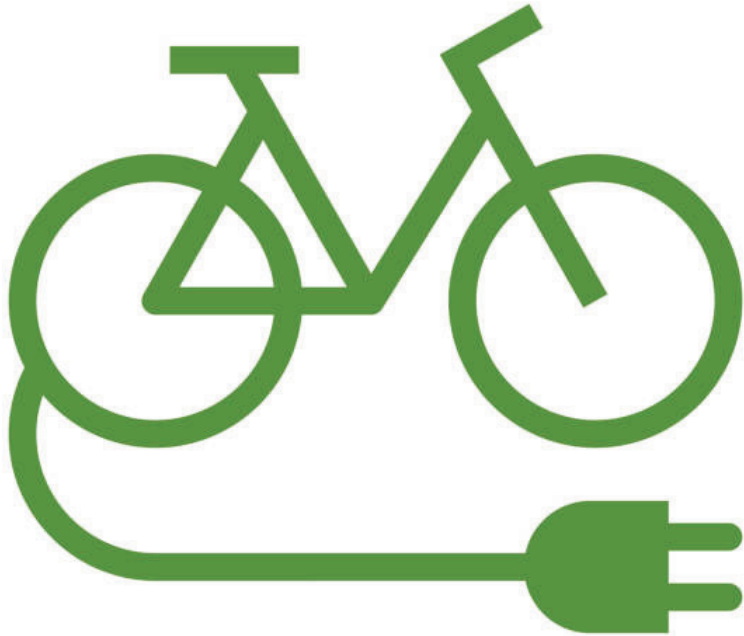


What is an E-Bike?



- An **e-bike** is a bicycle with an integrated electric motor which can be used to assist propulsion. **E-Bikes** utilize a pedal assist or throttle assist system (or both) to compliment the riders pedal input.
- The components that differentiate an **e-bike** from a normal bicycle are the integrated motor, battery and computer controller.
- **E-Bikes** are considered bicycles by law and can be operated without a license and wherever bicycles are legal.

E-Bikes in Cincinnati

- Summer 2008 Segway of Cincinnati opens offering Segway Tours & Sales
- Summer 2008 CPD adds (20) Segway PTs to fleet
- Summer 2011 Segway of Cincinnati begins offering E-Bike rental by hr
- Spring 2012 Segway of Cincinnati offering E-Bikes sales/service
- 2012 - 2013 Segway of Cincinnati expands offerings of E-Bike brands/models
- Spring 2014 Pedego Cincinnati opens
- Summer 2014 Cincinnati Redbike Bike Sharing Programs begins



E-Bikes in Cincinnati

- Summer 2014 Segway of Cincinnati rebrands to The Garage OTR
- Summer 2014 The Garage OTR adds E-Scooters & E-Boards
- Summer 2014 CPD and Cincinnati Parks add (3) E-Bikes & (3) Segway SE-3s to fleet
- Summer 2015 CPD Central Biz District add (5) Segway PTs to fleet
- Oct 2018 Cincy Redbike begins BCycle E-Bike pilot program
- May 2019 Cincy Redbike adds 100 E-Bikes to fleet
- Sept 2020 Cincy's E-Bike revolution continues with EV Cincy Week



E-Bikes in Cincinnati

The Garage OTR has seen E-Bike sales double year over year, with sales having tripled in 2020. The E-Bike market has seen significant growth during pandemic as people are choosing to be outside on their bikes more frequently. More riders are using their bikes for daily use, rather than just riding recreationally or for leisure. Other trends include, a 50% increase in E-Cargo Bikes and a 400+% increase in bicycle rear rack sales. Riders are using their bikes more often, and for more uses rather than strictly for fun or exercise; increasing their radius and riding farther than ever before.



E-Bikes Globally

- Global E-Bike Market Growth Rate estimated @ 10.3% - 24% from 2020-2025.
- North American market is set to triple or quadruple from 2020-2025 (fastest growing market by volume).
 - North America accounted for ~7-8% of global E-Bike market in 2018, will be ~16-18% by 2025.
- European market is set to double from 2020-2025.
 - In Germany $\frac{1}{3}$ bikes sold are E-Bikes. In the Netherlands, $\frac{2}{5}$ and Belgium $\frac{1}{2}$.
- Asian-Pacific market will see small incremental growth from 2020-2025 (but is the largest market by volume).
- Continued growth globally in March through August 2020.
 - Brands like Brompton, Gazelle, Gocycle & Vanmoof are seeing sales of x4 or x5 the same period last year.

The City of Cincinnati is in good position to take advantage of this growth with Redbikes adoption of E-Bikes, and E-Bike Retailers like The Garage OTR, to introduce riders to the options and possibilities that E-Bikes provide.