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Fietsfonds and employers make e-bike ownership affordable for workers in essential professions

Total Care aims to encourage its 29,000 employees to travel by e-bike

Amsterdam, 26 November 2026 – Fietsfonds is launching a new initiative to make commuting by e-bike affordable for employees in essential sectors such as healthcare, construction, logistics and education. By working with employers and making use of existing travel allowances, the initiative aims to lower the financial barrier to purchasing an e-bike. Its ambition is to help 100,000 employees acquire an e-bike of their own.

Research by the Netherlands Institute for Transport Policy Analysis (KiM) shows that approximately one in ten Dutch adults struggle to afford transport. For employees on lower incomes in particular, the purchase price of an e-bike can be a significant financial barrier. Fietsfonds aims to lower this barrier by bringing

together employers across sectors such as healthcare, retail, cleaning, construction, logistics and education. The more bicycles employers commit to purchasing, the lower the purchase price for their employees. Discounts can reach up to €250 per bike. A commitment of 5,000 bicycles would result in total savings of €1.25 million.

Mobility budget

In addition to the collective discount, employees' existing mobility budgets play an important role. Employers can use existing schemes, such as travel allowances, to make e-bike ownership more accessible. The exact arrangements depend on the employer's individual scheme. Employees become owners of the e-bike once it has been paid for in full and can use it for both commuting and personal journeys.

"A good e-bike can easily cost several thousand euros. For many people working in essential professions, that is simply too expensive," says Teun Verschuren, CEO of Drop Mobility and founder of Fietsfonds. *"Yet employers often already allocate money towards commuting. By making better use of these existing budgets and pooling purchasing power across employers, we can significantly reduce the purchase price. Our aim is to make owning a reliable e-bike affordable for 100,000 essential workers."*

Total Care (CSU & Tzorg) originated the idea behind Fietsfonds

Total Care, known for its cleaning services brand CSU and home care brand Tzorg, wanted to make cycling a more attractive option for its employees. With approximately 29,000 employees, the company sees an opportunity to encourage more sustainable travel by promoting cycling. An additional benefit for employees is that cycling is the most affordable form of transport. By supporting the initiative, Total Care also contributes to the collective purchasing power that enables Fietsfonds to lower the price of e-bikes, making them more accessible to lower-income workers beyond its own organisation.

“For many of our employees, the cost of commuting is a growing challenge,” says Niels van Geenhuizen, Sustainability Manager at Total Care. *“At the same time, we want to encourage them to travel to work sustainably. Through this initiative, we want to explore how we can give our 29,000 colleagues the opportunity to purchase an e-bike of their own at an affordable price.”*

A robust e-bike at an affordable price

The Tringo One was developed for the initiative as an affordable and reliable e-bike designed for everyday use. While e-bikes from many established brands are considerably more expensive, the Tringo One has a purchase price of €1,500, which can be reduced to €1,250 through Fietsfonds. The initiative aims to demonstrate that a reliable, well-built e-bike does not necessarily have to cost several thousand euros.

The bicycles are delivered to the employer’s premises, where employees receive instructions on how to use them and have their bikes individually adjusted. Employees can pay for their e-bike upfront or in instalments through a loan from Hoavi, which works with several Dutch banks. Vodafone Business provides the IoT SIM cards that keep the e-bikes connected.

About Drop Mobility

Founded in 2019, Drop Mobility has been a partner of The Sharing Group since 2022. The company specialises in e-bike subscriptions for the business market, providing a structured bike-sharing solution with docking stations to minimise the operational burden on customers. Drop Mobility uses smart, data-driven e-bikes that are particularly suited to last-mile journeys. Its e-bike subscriptions include insurance, software, maintenance and support services. www.dropmobility.nl

About The Sharing Group

TSG is een familie van tech bedrijven op het gebied van online, energy en mobility. Begonnen vanuit Nederland breidt de organisatie gestaag uit naar de rest van Europa. Altijd en overal vanuit hetzelfde vertrekpunt: meer social impact, minder impact op het milieu. TSG doet dat vanuit verschillende creatieve hubs door heel Nederland, van Rotterdam en Almere tot Amsterdam. Check website

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