

QUARTER OF EUROPEANS NOW WILLING TO COMMUTE TO WORK BY E-BIKE

SHIMANO STEPS research shows the UK lags behind the rest of Europe, while the Netherlands leads the way

SHIMANO STEPS today reveals the results of the largest European e-bike study looking at people's willingness to commute to work by e-bike. The independent research* of over 12,000 people across 10 markets, reveals that 24% of European commuters would consider switching to an e-bike. Almost half of the population of the Netherlands (47%) would commute to work by e-bike, the highest in Europe, while 39% of people in Spain and 33% in Italy would make the switch.



Ranking of countries who would consider making the switch to an e-bike for their commute:

1. Netherlands 47%
2. Spain 39%
3. Italy 33%
4. Belgium 31%
5. Norway 27%
6. Germany 21%
7. Denmark 21%
8. France 18%
9. Sweden 15%
10. United Kingdom 11%

The SHIMANO STEPS research reveals that across Europe, the main reasons to consider commuting to work by e-bike are “to keep fit” (34%) “to protect the environment” (30%) and “to save money” (30%). People are put off riding an e-bike to work because of “the possibility of bad weather” (37%), “the cost of an e-bike” (34%) and “arriving to work sweaty” (25%).

People in the UK are the least likely to choose an e-bike to commute to work, with only 11% willing to consider making the switch, well below the European average. The “possibility of bad weather” (43%) and “arriving to work sweaty” (35%) proved to be the main reasons for the UK public to resist the switch to an e-bike.

WILLINGNESS TO COMMUTE TO WORK BY E-BIKE IN EUROPE

FOUR TOP REASONS TO MAKE THE SWITCH:

- 1. To keep me fit 34%
- 2. To protect the environment 30%
- 3. To save money 30%
- 4. To make riding a bike easier 22%

FOUR TOP BARRIERS FOR MAKING THE SWITCH:

- 1. The possibility of bad weather 37%
- 2. E-bikes are too expensive 34%
- 3. Commute being too far by e-bike 31%
- 4. Arriving to work sweaty 25%

All figures are from YouGov Pic. Total sample size was 34606 adults. Fieldwork was undertaken between 30th January - 13th February 2019. The survey was carried out online. The figures have been weighted and are representative of all adults (aged 18+) in each country.

RANKING OF COUNTRIES ACROSS EUROPE:



“We’re seeing huge growth in the e-bike market across Europe and this research highlights the likelihood of widespread adoption of e-bikes to commute to work in the future,” said Jeroen Van Vulpen, Brand Manager SHIMANO STEPS.

“We know that there is already a strong cycling culture in specific countries, where those who’ve made the switch to an e-bike have found that bad weather is rarely an insurmountable problem and sweat is a thing of the past when you let the electric assistance take the strain. It’s really encouraging to see that across all markets, people are willing to switch to an e-bike to keep fit and protect the environment.”

“We welcome this research from Shimano, which confirms that there is huge potential for power assisted bicycles, especially combined with the building of longer distance cycle highways,” said Ádám Bodor, Advocacy Director, European Cyclists' Federation.

“These bikes are a great addition to the bicycle family contributing to sustainable active transport by being available to substitute ever longer car journeys.”

ENDS

NOTES TO EDITORS

1. All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 14606 adults. Fieldwork was undertaken between 30th January - 13th February 2019. The survey was carried out online. The figures have been weighed and are representative of all adults (aged 18+) in each country. The term “commuters” refers to people who work.

SHIMANO STEPS European-wide research results:

Top reasons to make the switch across Europe

- I. To keep me fit (34%)
- II. To protect the environment (30%)
- III. To save money (30%)
- IV. To make riding a bike easier (22%)
- V. To avoid traffic jams (20%)

Top barriers for making the switch across Europe:

- I. The possibility of bad weather (37%)
- II. E-bikes are too expensive (34%)
- III. Commute being too far to travel by e-bike (31%)
- IV. Arriving to work hot / sweaty (25%)
- V. A lack of bike lanes where I live (18%)

2. Embargo: 08:30am, Thursday 4 April 2019

3. Images:

<https://www.dropbox.com/sh/x05jobkaohqgruv/AACMV6IB4288Jf5uISR7xkW5a?dl=0>

4. Further Shimano press releases: See the media centre here: <https://media.shimano-eu.com>

5. ABOUT SHIMANO EUROPE: Founded in 1921, Shimano is dedicated to helping its customers get closer to nature, supporting people to realize their dreams and create new lifestyles. That comes with the desire to create outstanding cycling products and apparel. With almost 100 years' experience in creating internationally renowned bicycle components, Shimano is proud to have developed products that continue to take countless athletes to victory and provide the means for limitless global bicycle journeys. For more information see www.shimano.com.



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