



**Confederation of the European
Bicycle Industry**

Colibi-Coliped

Since 1960 Representing the European Bicycle Industry

CONEBI Feedback on the European Strategy for a Sustainable and Smart Mobility

CONEBI, the Confederation of the European Bicycle Industry, represents the Bicycle, Pedal Assist E-Bike, Parts and Accessories Industries in the EU. The sector provides (directly and indirectly) more than 120.000 jobs in 23 of 27 EU countries through 900 companies (most of them Small and Medium Enterprises). In 2019 the turnover was roughly 14 billion Euro and the investments in Research & Innovation and in new factories amounted to more than 1 billion Euro.

We welcome the initiative by the European Commission to draft a European Strategy for Sustainable and Smart Mobility and believe that cycling should be an integral part of it as it tackles many of the addressed problems.

The EU Green Deal states that in order to achieve climate neutrality, a 90% reduction in transport emissions is needed by 2050. This can be achieved by focusing on more affordable, accessible, healthier and cleaner alternatives, such as bicycles and e-bikes which can make an important contribution to lowering GHG emissions in road transport and easing congestion in urban areas for both individuals and businesses.

The Bicycle Industry is also able to positively contribute to other areas of the roadmap including digitalization. In this regard, large scale deployment of bicycles and e-bikes will be facilitated by digital solutions like Mobility as a Service platforms, also applied in bike-sharing, which will help to improve multi-modality.

The biggest trend in the Bicycle Industry in recent years has been the development and increasing uptake of pedal assist e-bikes. They currently represent about 17% of EU bicycle sales, going up to 50% in some countries. E-bikes have a promising potential to substitute motor vehicle usage over short journeys, while having all the benefits of conventional bicycles. A recent study shows that e-bike users move even more than traditional cyclists, this is mainly due longer distances travelled by e-bike users.

In 2019, e-bikes sales grew by 23% to 3.4 million units. In some countries particular high increases of e-bike sales have been noticed over recent years due to the introduction of e-bike subsidies schemes. For example in France, e-bike sales have continuously been growing at a rate of about 30%. CONEBI expects this positive trend at European level to continue over the next years, predicting e-bikes sales up to more 7 million units in 2025 in the EU.

The Bicycle, E-Bike and Parts & Accessories Industries in the EU are major contributors to the EU competitiveness, innovation, sustainable manufacturing (thanks to its positive carbon footprint), circular economy and the overall development of Industry 4.0. Concrete examples are the increasing use of secondary recycled alloys and recycled rubber for the production of bicycles as well as innovation in novel laser cutting technology for steel and alloy frame tubes, new generation of TIG welding robots with 3D camera-scanning capabilities and new fully automated and computer-controlled processes for bicycle component production.

Thanks to the investments in the industry and the increased sales of e-bikes, the production of bicycles and e-bikes increased by 11% to 13.6 million units in 2019. This growth is due in particular to the fact that the production of e-bikes is growing at a fast pace, as production increased by 60% from 2018 to 2019. Alongside the boost in production also the number of jobs in the industry increased by 14% in 2019.

However, the industry will only be able to continue this growth, if the right conditions for cycling are to be met:

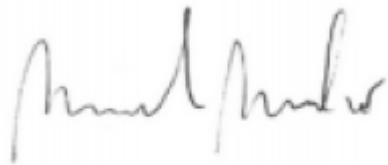
1. The current favorable status of EPACs (Electrically Power Assisted Cycles up to 25km/h of max assistance and 250W) remains in place;
2. The positive momentum for Cycling in the EU continues as a response to COVID-19 and more cycling infrastructures are built to give space and safety to the growing number of people riding a bike;
3. Intelligent Transport Systems are developed within the right EU legislative and technical frameworks in order for cars and buses to detect both bicycles and e-bikes and thus making Cycling Safer as road safety for cyclists has not improved to the same extent as for car passengers over the last decade.

Looking at the COVID-19 pandemic also the Bicycle Industry was heavily impacted by it. In March and April factories were closed in most European countries, supply chains were disrupted, bike shops could repair but not sell and governments were asking citizens to limit movements to only necessary activities. The economic impact in the above context is therefore considerable. We can say that the loss of sales was in a range of 15% to 60% (depending on the country) in comparison with the pre-COVID 19 forecast for March and April 2020.

Towards the beginning of May, the situation in Europe started to change: factories were re-opened, bike shops were allowed to sell again and Cycling was encouraged with new cycling infrastructures thanks to the action at national level of the ECF and CONEBI members. What we see now is that sales will be almost fully recovered (hopefully fully recovered). To achieve the targets prescribed in the European Green Deal with the support of cycling, we, the European Bicycle Industry, support the European Cyclists' Federation and ask for:

1. Treating cycling as an equal partner in the mobility system, including recognising EuroVelo, the European cycle route network, as another TEN-T network in addition to existing networks such as road, rail, or inland waterways;
2. Funding at least €6bn in investments in safe, high quality cycling infrastructure in the 2021-27 MFF;

3. Improving the EU Urban Mobility policy framework by making access to EU funding for safe and attractive transport infrastructure conditional on the implementation of Sustainable Urban Mobility Plans (SUMP) and the collection of urban mobility data;
4. Enabling a centralised €5.5 bn EU E-bike Access Fund that will make the benefits of e-bikes available in all countries in the EU and stimulate further job creation; and
5. Responding to the call of the Declaration of Luxembourg (2015) and the Graz Declaration (2018) as well as the blueprint EU Cycling Strategy: Recommendations for Delivering Green Growth and an Effective Mobility in 2030 (2017) by developing a genuine European Commission EU Cycling Strategy.

A handwritten signature in black ink, appearing to read 'Muel Broekmans', is positioned below the list of points.

CONEBI
Confederation of the European Bicycle Industry
27 July 2020