



# Catch the *OV-fiets!*

*The fast and easy rental bike in  
Public Transport*



## *PT-bike*



The fast  
and easy  
rental bike  
in public  
transport

## Purpose

- 30 % of passengers go to the station by bike
- 10 % take the bike from the train to a final destination
- **OV-fiets**: easy and fast transport **from the station to the final destination**

Catch the **OV-fiets**!



*bus*

*tram*

*walking*

*OV-fiets*

*The fast  
and easy **rental bike**  
in public transport*





## *Distribution at a guarded bicycle store (manually)*

*The fast and easy rental bike in public transport*



## *Distribution at a bicycle locker (automatically)*

# Card transaction



Hiring the bike:



- scan bar code card
- scan bar code **OV-fiets**  
(day, time, location)



database



- Number of trips and  
bill by e-mail
- Automatic billing



Bringing back the bike:

- scan bar code **OV-fiets**







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*Stichting OV-fiets = web based:*

- *Registration through our website:  
[www.ov-fiets.nl](http://www.ov-fiets.nl)*
- *Trip overview and bill by e-mail*
- *Automatic billing*
- *Information only through e-mail helpdesk:  
[helpdesk@ov-fiets.nl](mailto:helpdesk@ov-fiets.nl)*
- *No personal contact with customer*

*Bicycle store owners:*

- *Franchisees*
- *Handling rentals*
- *Personal contact with customers*

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## Who are our customers ?

- 13.000 Privat card holders
- 71 Compagnies with 700 cards
  - Bussiness use
  - Commuting
  - Limited privat use
- Number of card holders is growing with about 100 a week)
- User of **OV-fiets** is often a new user of rail services

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## What does the customer pay?

- € 2,75 Per trip of maximum 20 hours
- € 7,50 Annual fixed costs

### Supplements:

- € 5,00 after 60 hours, for every 20 hours
- € 10,00 for delivery at a different location
- € 10,00 for billing per mail instead of e-mail

## Revenues

- € 2,30 for bicycle store owner
- € 0,45 for **OV-fiets**
- € 7,50 x number of cardholders per year for **OV-fiets**

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# *Development & Growth*

*2000*

*ProRail & Cycle Assosation: initiators*

*2000 – 2004*

*Prorail: Product innnovation and testing*

*2005 – 2006*

*Stichting **OV-fiets**: Development en growth to  
break even*

*2007*

*Self supporting*

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## On our way to .....

2003:	33.000 rentals
2004:	100.000 rentals
2005:	200.000 rentals (target)
2006:	400.000 rentals (break even)
200?:	<b>1.000.000 rentals !!!</b>

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# Opportunities for growth

## Train:

- stations NS
- stations NoordNed and Syntus
- stations light rail

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## Bus:

- bus stations



## Car:

- P+R grounds and transferium

## Important:

Bicycle store owner  
Entrepreneur and available space

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## • *Opportunities for growth*

- *Rising popularity of **OV-fiets***
- ***OV-fiets** on new Mifare card of all train passengers*
- *Contracts with compagnies: growth market*
- *Political lobby: more space for the **OV-fiets***
- *Development: Bicycle lockers:  
price and data transporting*
- *Authorities Public Transport: chain-mobility*
- *Local governements are interesting:  
Reduction CO2, accesibility old town centres*

