

Shimano Corporate Communications

Hans van Vliet

Corporate communications Officer

Shimano presents

Cycling a smart way of moving

Give this choice impact!

M2

Non-motorised urban mobility

Date: 28/02/2006

Congress theme: Sustainable Mobility

Time: 14.30-16.30

Session language: English

ICLEI contact: [michie\(at\)icleijapan.org](mailto:michie(at)icleijapan.org)

SHIMANO

INDIVIDUALISM



Why aren't more people riding bicycles? What's their reasoning? Is there any reasoning behind this "choice" or is it simply an **uninformed reaction to the status quo.**

SHIMANO

INDIVIDUALISM



250 million
\$ per day

1 Cultural status has been build over years

2 Perspective from values are changing

3 Hidden elements in rational decisions

Motorized industry spent \$50 billion`yearly in dollars on advertising, in rebates and incentives to sell cars.

uninformed reaction to the status quo.

SHIMANO

FREEDOM



In many cases we are free to make a choice concerning our mobility, but just having the **ability to choose won't secure the best solution.**

SHIMANO

FREEDOM



walking

cycling

motorized

public

ability to choose won't
secure the best
solution.

How rational is a mobility solution?

PRECONCEPTION



Unfortunately, there's a certain mindset that dictates a person's opinion on cycling and transportation in general.

SHIMANO

PRECONCEPTION



Noisy
Dirty
Ugly

Timing
Complex
Costly



opinion on cycling and
transportation in
general.



Dangerous
Uncomfortable
Low profile

SHIMANO

MINDSET



This mindset must be confronted and modified in order for more people to link the relevant issues to their mobility habits.

SHIMANO

MINDSET



Air pollution
Noise pollution
Space consumption
Social cost effects

to link the relevant
issues to their mobility
habits.



Its not the practicality of the solution
It's the mindset that count!

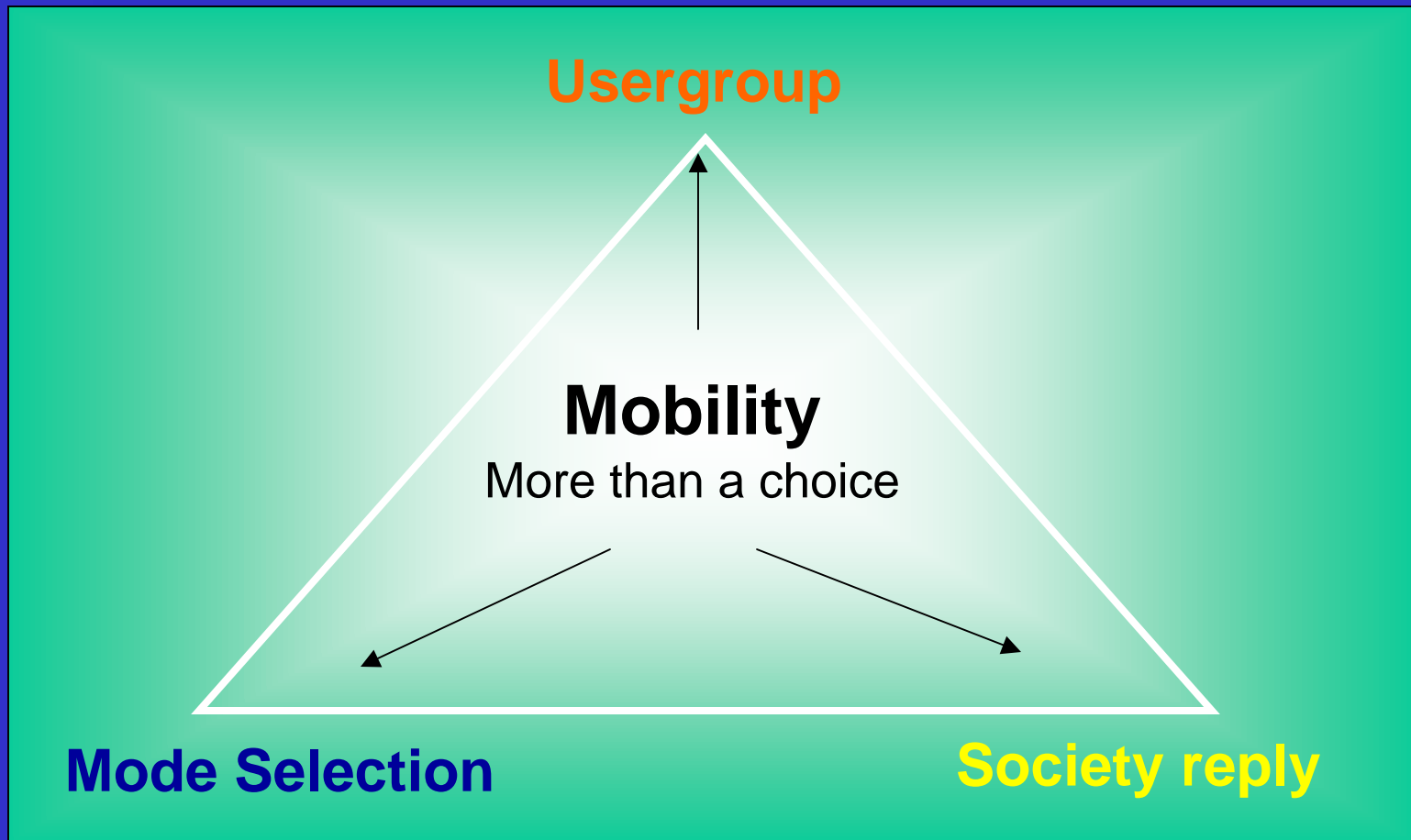
SHIMANO

CONCERNED



Urban congestion, air and noise pollution, and growing health problems related to inactivity are all **important factors of this debate.**

CONCERNED



IMAGE



Industry and institutions are aware of the benefits of cycling, and yet so many city-dwellers still view cycling as uninteresting or just for the sport freak.

SHIMANO

IMAGE



The only change getting people on 2 wheels is a paradigm shifting

Why shopping on a bike?

cycling as uninteresting or just for the sport freak.

Stylish with a bike?



SHIMANO

INTEREST



The benefits of cycling must be expounded and a publicized link between motorized mobility and a further depreciation of our quality of life can create an atmosphere where these choices will become fundamental to our collective future.

SHIMANO

INTEREST



I like it!
I want it!
What is it?



The benefits of cycling
must be expounded

Present **riding a bicycle** in a way
that it blurs the **preconception** around it!

these choices will
become fundamental to
our collective future.

SHIMANO

DIRECTIONS



All stakeholders working with mobility products and for mobility solutions must **understand the factors that are shaping our immediate future.**

SHIMANO

DIRECTIONS



Mass transport



Sea ways

understand the factors that are shaping our immediate future.

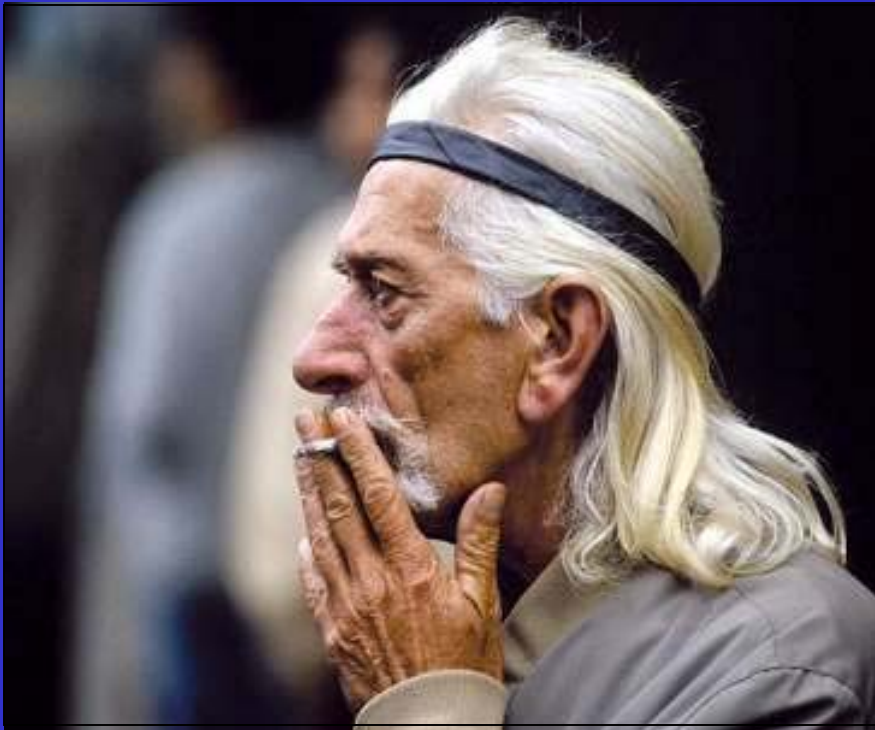


Long distance

Micro mobility is the smart way of moving! 🚲🚲🚲🚲🚲🚲🚲🚲

SHIMANO

CHANGING



This world is rapidly moving toward an ageing society as the **baby-boomers mature.** Their buying habits and spending power has matured as well

SHIMANO

CHANGING

Consumption patterns



Mobility patterns

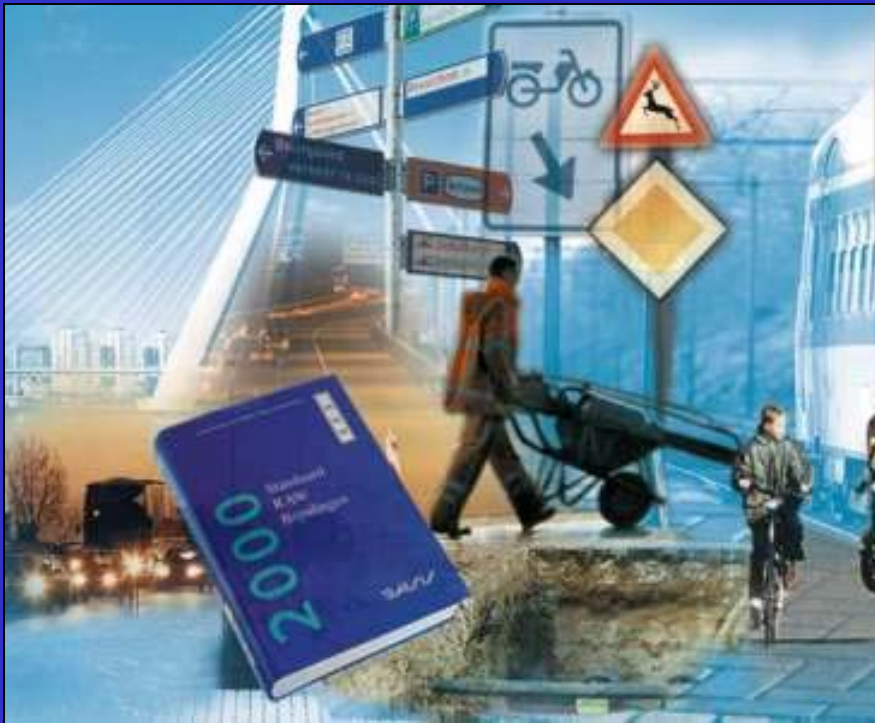


baby-boomers mature.

spending power has
matured as well

SHIMANO

CONSUMPTION



This large part of our society will consume products and services in quantities never seen before.

SHIMANO

CONSUMPTION



Portable audio/video



society will consume
products and services

An early telephone design.



Portable communication



Mobility is freedom in time!

SHIMANO

PRODUCTS



They will demand better products and solutions, **changing the mobility industries dramatically**, both what they offer and how it's developed.

SHIMANO

PRODUCTS



changing the mobility industries dramatically



Active rolling systems
Passive transport modes
Speed ore recreation
Need or needless
Mobility is business

SHIMANO

FUTURE



By actively educating the mobile public and including their needs and demands in the development of all mobility related projects and systems, we participate in the creation of the cities of tomorrow where our informed choices are paramount.

SHIMANO

FUTURE

Cycling
a smart way of moving



Communication
Good practice
Participation
Support
Educations



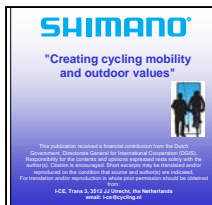
actively educating the
mobile public

development of all
mobility related projects

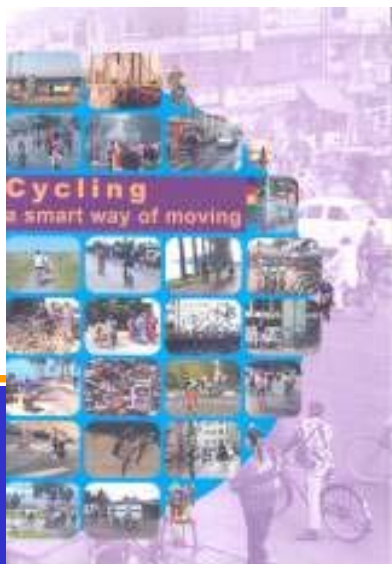
creation of the cities of
tomorrow

SHIMANO

Ubuntu Market



DVD cycling friendly cities



Shimano info table

