



**eBike-rent:
Promotion through integration in tourism**

Let me first welcome you, who partake here and now:
This conference is a unique opportunity to make a
difference.

There are people, who take effort in complaining. And
there are the doers. I talk about aim for solutions.
Forward thinking. Development of opportunities.
Not waiting for a pavement before going a new way.



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Thanks to Hannes Neupert, who`s enduring effort is the foundation on which we share the forthcoming of various projects connected to e-mobility.

Thanks to Mr. Schuster, Connie Krieger and friends from Stuttgart. Your decision to support make a difference possible. You provide a bright future full of opportunities.



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And also a big thanks to Ultra Motors and Mr. Joe Bowman, for your technically forward thinking product development and your decision to start here and now.



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Every end is the precondition of a new beginning:

We all know: The age of combustion engines is descending. Now we are on the edge – the dawn of electricity powered mobility is here and now.



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The next step ahead in development is the change of peoples habits. As long as smart mobility is not included in usual daily business, not a consumer good, not a useful choice, we won` t have succeeded.

Because people are the main target of all our efforts, we address them directly on our four channel web portal.



E-Wheels: Changing the way we move





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Now this is our E-Wheels mission statement in brief:

Changing the way we move.

Change will happen, when we involve the people.

I was asked to focus on the rental system part of E-Wheels today. We support eBike rental through integration in our website on various levels.

Info

Elektrisch mobil: Produkte, Events und Aktuelles.

ROAD

- [sim is king of the road, with...](#)
- [henderson takes win and overa...](#)
- [henderson gets closer to the...](#)

» [mehr](#)

MOUNTAIN

- [good start for giant mtb team...](#)

» [mehr](#)

TRACK

- [womens and british win the...](#)

Verleih

Intelligente Mobilität: Leihe Dir einfach ein eBike aus.

Biketyp: E-Bike

Tarifgruppe: MCMN

E-Wheels-Station: Hamburg

Abholdatum: 23.04.2008

eBike zum anfassen, kaufen und leasen.

Verkauf

E-Wheels [PedalAssist](#) [Bewerten](#) [E-Rad](#)
[E-Rad](#) [Diskutieren](#) [E-Bikeboard](#) [Pedelec](#)
[Mitglieder](#) [E-Wheels](#) [E-Roller](#) [LEV](#)
[E-Roller](#) [PedalAssist](#) **Online** [E-Scooter](#)
[Bewerten](#) [E-Roller](#) [LEV](#) [Mitglieder](#)

eBike bewerten, sich austauschen, Tipps & Tricks

Community

Different levels of integration

1. Advertising in the eBike rental channel
2. Integration in the eBike rent web booking and rental administration system
3. Promotion via integrated Micro Site
4. Getting rated and promoted in community channel

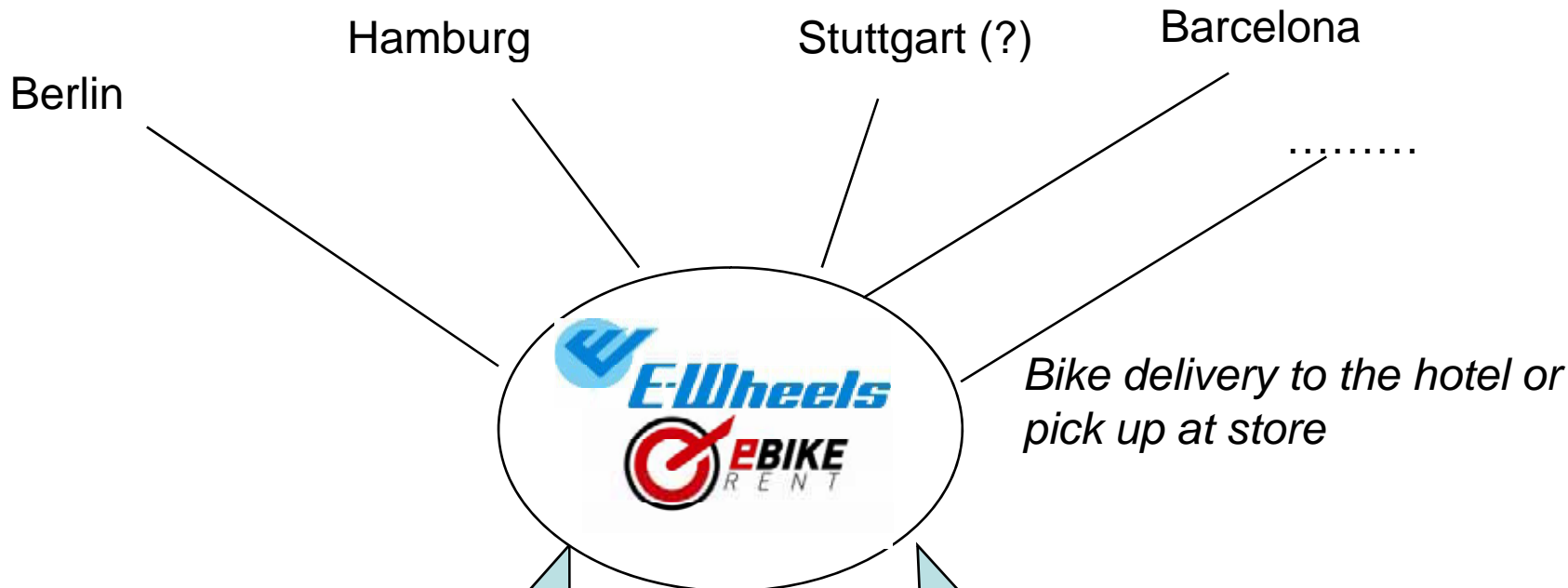


Target Group rental

- **City Tourists**
visitors spending a (extended) weekend for sightseeing or cultural events
- **Business people**
fast and independent vehicle for inner city distances (from hotel to meeting)



How does it work?



Order your bike





Quick and easy: Integrate eBikes in your city mobility

- **Space providing for eBike-rent outlets**
- **Support Cooperation with tourism and Hotels**
- **Regional test events**
- **Integrate eBike-rent into public event communication**

