

# CYCLELOGISTICS AHEAD

## GO! EXPRESS & LOGISTICS BERLIN

8. INTERNATIONAL CONGRESS  
CITIES FOR MOBILITY  
STUTT GART  
21. June 2016

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Berlin



Co-funded by the Intelligent Energy Europe  
Programme of the European Union



# CYCLELOGISTICS AHEAD - MOVING EUROPE FORWARD

- **Stimulating municipalities to implement favorable framework conditions**
- **Increasing use of cargo bicycles for goods transport in cities as alternative to fossil-fuel dependent vehicles by initiating a snowball effect**
- **Raising awareness among private and commercial end users about their power to influence the development towards zero emission urban logistics solutions**
- **8 European Cities are involved**



# INTRODUCTION OF PROFESSIONAL USE OF CARGO BIKES IN BERLIN

FACTS & FIGURES

RANGE OF SERVICES

IMPLEMENTATION OF CARGO BIKES

MARKETING WITH CARGO BIKES



# FACTS & FIGURES



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# GO! in figures

ESTABLISHED	1984
DESTINATIONS	220 countries worldwide
EMPLOYEES	4,500
SHIPMENTS	more than 5.0 million per year
VEHICLES	3,000
STATIONS	over 100 in Europe, global network of partners
CUSTOMERS	More than 77,000



# PROFESSIONAL SERVICE

ROUND THE CLOCK SERVICE	24 hours a day 7 days a week 365 days a year
TAILORED SOLUTIONS	a perfect fit for specific requirements
EXTREMELY FLEXIBLE	short reaction times in the event of procedure changes at short notice
CONSTANT GROWTH	continuous expansion of our range of products and services
COMPLETELY RELIABLE	very high standards of quality, 99.78% delivery rate
CUSTOMER SUPPORT	a personal contact



# RANGE OF SERVICES



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# Additional services

## ON PICK-UP

- Late pick-up
- Night pick-up
- Weekend and holiday pick-up
- Pick-up service





# Tailored solutions

## GO! INDUSTRY SOLUTIONS

- Fashion & lifestyle
- High-tech
- Life science
- Media & trade
- Automotive

## BENEFITS

- tailored fulfilment solutions
- extremely flexible and tailored to your needs



# IMPLEMENTATION OF CARGO BIKES



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# Huge task for GO! keeping the standard service in Berlin

## CHALLENGES IN BERLIN TO ACHIEVE GO! DELIVERY TIME 10 AM

- **Heavy traffic in Berlin between 7 - 10 am**
- **Many constructions in the city center (new Metro line)**
- **No shortcuts possible**
- **Growing number of bike streets (Fahrradstrasse) and traffic reduced districts**

## LAST MILE COSTS WITH CARS OR TRUCKS ARE EXPENSIVE

- **Long waiting hours for GO! vehicles in heavy traffic**
- **Cars and trucks are not efficient for transporting letters and small parcels**
- **Second line parking could be prosecuted by police enforcements**



# Tasks for last mile delivery with Cargo Bikes

- no delivery to neighbours unless requested by the customer
- B2B/B2C delivery
- mobile computing
- short delivery routes
- address checked on the same day by Customer Support
- trained express couriers with an additional role, e.g. technical courier
- fulfilling the GO! delivery rate of 99.78%



# Cargo Bikes give GO! more opportunities to keep the high standard service at last mile deliveries

## REDUCING LAST MILE COSTS WITH CARGO BIKES

- **Less waiting time for Cargo Bikes > using bike paths**
- **Efficient vehicle to transport letters and small parcels**
- **No more second line parking**

## ACHIEVING GO! STANDARDS WITHIN THE DELIVERY TIME WITH CARGO BIKES

- **Heavy traffic in Berlin will be avoided**
- **Using shortcuts to avoid constructions in the city center**
- **Growing number of bike streets (Fahrradstrasse) and traffic reduced districts increases the efficiency of Cargo Bikes**



# Implementation of Cargo Bikes gives GO! more opportunities

GO! introduced the CarGO!Bike in Berlin January 2015



# Micro Hub creates a better performance for Cargo Bike

Micro Hub gives GO! more flexibility in the center of Berlin

- Shorter routes to the clients
- More efficient tracking of the tours
- Visibility of sustainable delivery day and night through the Micro Hub in public



# Challenges for a Micro Hub

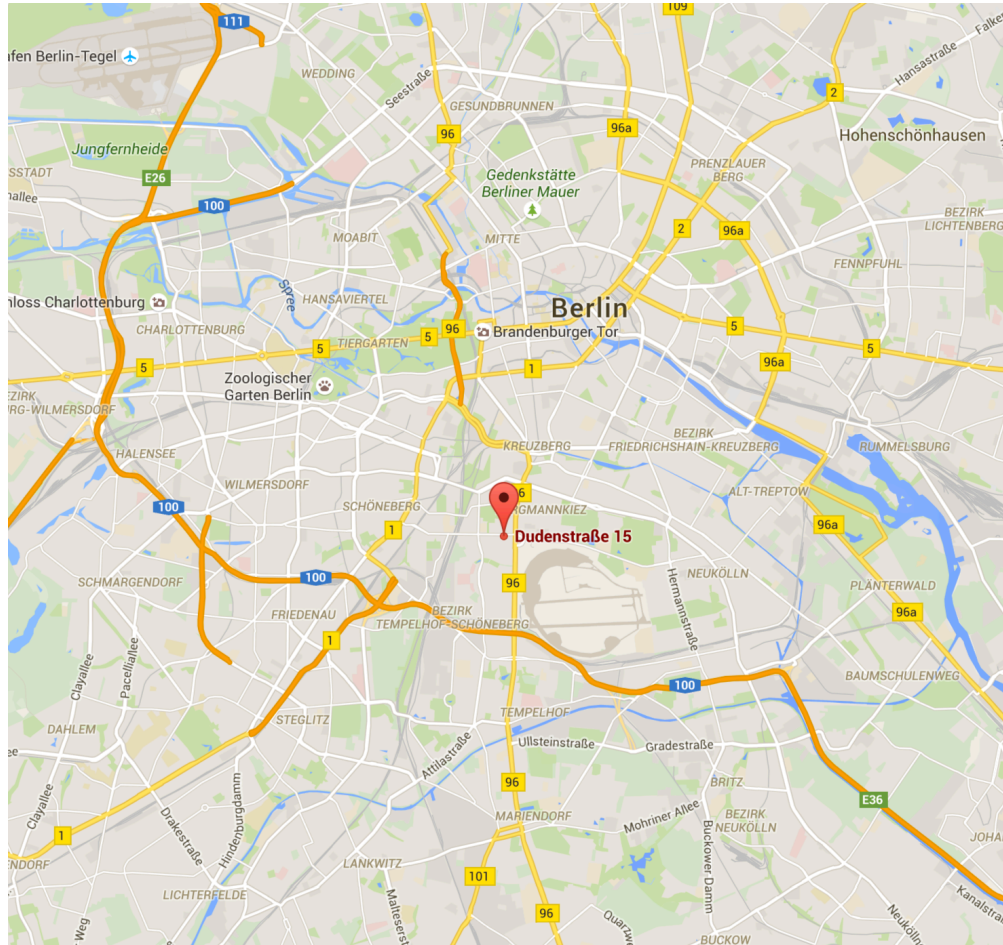
- Micro Hub needs to be in a central position in Berlin
- Nearby highway for fast delivery by truck for morning and afternoon deliveries
- Close position towards Berlin business areas in South West and downtown
- Visibility for the public, promoting the sustainable Hub concept
- Possibilities for extension the hub towards a GO! shop
- Price for rent not above 10 € per square meter
- Nearby bike tracks for fast deliveries with Cargo Bikes





# Solution for first Micro Hub in Berlin with Cargo Bikes

Located in the South-West Center near Highway



# Good Visibility nearby 4 lane street with wide bike path



# Easy access, 24/7 visibility as a sustainable delivery service



# Starting with Amazon Prime Now same day delivery in Berlin



# Amazon Prime Now 1 hour delivery



**EXKLUSIV FÜR PRIME MITGLIEDER**  
**PrimeNOW**

## In einer Stunde vom Handy an die Haustür

Für Tausende von Artikeln in vielen Kategorien verfügbar

Für viele Produktkategorien-Gebiete in Berlin nutzbar  
(www.amazon.de/primenow)

Lieferung in 1 Stunde für 4,99€

An Werktagen und Sonntagen von 8 bis 24 Uhr

Oder kostenlos innerhalb eines 2-Stunden-Fensters zwischen 8 und 24 Uhr

**BELIEBTE KATEGORIEN IN DER PRIME NOW APP**

**Drogen**

**Groceries**

**Haushalt**

**Lebensmittel**

**Electronics**

**Books**

**Prime** Lieferung am nächsten Tag  
- Abholzeitpunkt verfügbar  
- Lieferung am nächsten Arbeitstag

**Prime** Lieferung am nächsten Arbeitstag  
- Lieferung am nächsten Arbeitstag zwischen 8 und 24 Uhr  
- Lieferung am nächsten Arbeitstag zwischen 8 und 24 Uhr

**PrimeNOW**  
- Lieferung innerhalb einer Stunde  
- Lieferung innerhalb einer Stunde zwischen 8 und 24 Uhr  
- Lieferung innerhalb einer Stunde zwischen 8 und 24 Uhr

Bei Prime professioneller Kunden sind weitere und umfangreichere Dienstleistungen Prime Now, Click & Collect und Prime Photo, sowie Amazon-Click-and-Go-Service, verfügbar. Prime Now ist ein Amazon-Service. Amazon Prime Now ist ein Amazon-Service. Amazon Prime Now ist ein Amazon-Service. Amazon Prime Now ist ein Amazon-Service.

# Amazon Prime Now same day delivery

- Amazon Prime Now started in Berlin with 12 Cargo eBikes
- GO! operates with 5 Cargo eBikes Monday - Saturday deliveries 8:00 - 24:00
- Amazon Prime tries to work with a highest frequency of Cargo eBikes possible
- Amazon created the Loading infrastructure for Cargo eBikes



# Reasons for Amazon to use Cargo eBikes

- Berlin Local city council might not have given permission for a central hub without Cargo eBikes
- Amazon Prime Now gets a positive feedback from clients delivering with Cargo eBikes
- flexibility for Amazon at heavy traffic shifting from car to bike > guarantee 1 hour delivery time
- Positive green image for Amazon in public
- Cargo eBike drivers always find a parking space and can stop nearby the door



# MARKETING WITH CARGO BIKES



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# Customer Interest for a green image

## LAST MILE DELIVERY WITH CARGO BIKES

- **Cargo Bikes create a new sustainable image for costumers logistics**
- **Cargo Bikes do not use extra parking space at the costumers location**
- **Create a modern Urban Style for the deliveries of the costumer**



# Marketing aspects for GO! with Cargo Bikes

## CREATING NEW ATTENTION WITH THE CARGO BIKE IMAGE

- Advertising with a new style of flyers
- Presenting the flyer on trades and exhibitions



final\_klappkarte\_cargobike.indd 1

145 mm

Nicht freimachen, Porto zählt Empfänger

### Werbeantwort

GO! Express & Logistics  
Vertrieb  
Wohlrabedamm 14  
13629 Berlin



48 mm



148 mm

26.05.15 13.16



# Using Cargo Bikes for high visibility in the Center of Berlin



# Communicating a green image with Cargo Bikes

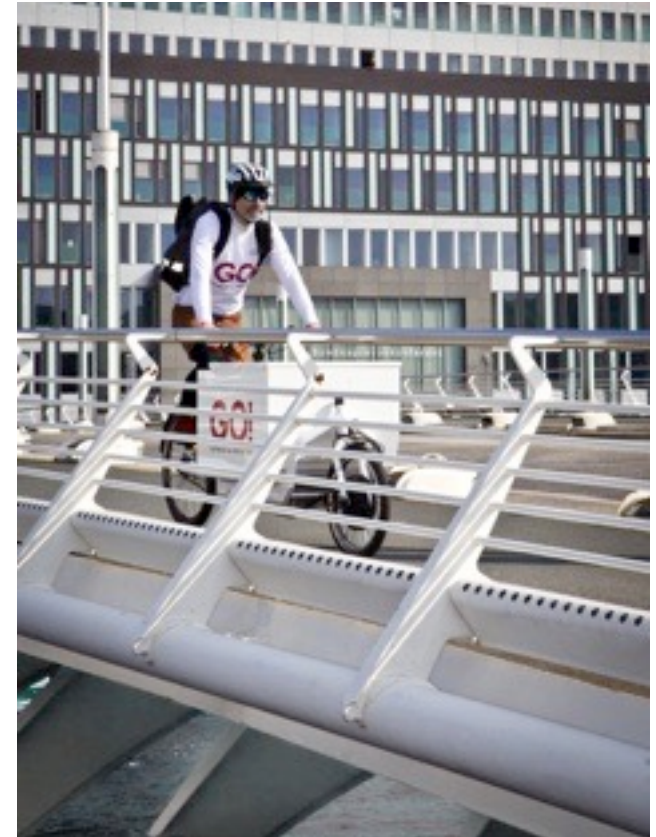


# Cargo Bikes are perfect seen in pedestrian areas



# The opportunities for optimization the last mile with Cargo Bikes

- **Micro Hubs optimize the use of Cargo Bikes**
- **Cargo Bikes need less space in city centers**
- **Flexibility and speed is higher with Cargo Bikes**
- **Creating a new sustainable image**
- **Citizens have a huge acceptance for cargo Bikes**



# THANK YOU FOR YOUR ATTENTION

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[www.general-overnight.com](http://www.general-overnight.com)

[www.cyclelogistics.eu](http://www.cyclelogistics.eu)



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