

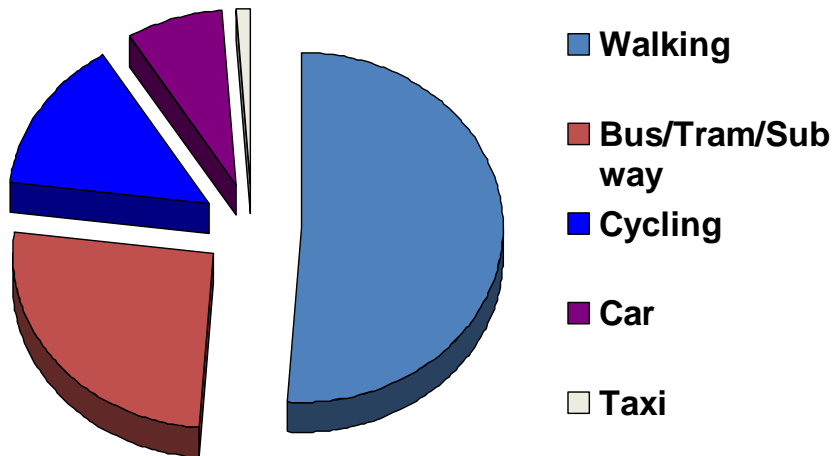
OV-fiets (Bike/chain management)

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Reaching and leaving the station by bike



Current share of the different modality's leaving the station:

- To reach the railway station 40% comes by bike...
- Most people don't have a bike (or other individual mode of transport) on the station of their destination...
- ...so they have to buy a second bike for this reason...
- ..or rent a bike in the traditional way; with deposit and lots of paperwork

Leaving the station by OV-fiets



- Identification only once at subscription via internet.
- Subscription fee equals €10,- a year
- Hiring costs bike €3,- a day
- Monthly payment by direct debit
- Rental service at bike shelters at train stations and Self-service rental at bike lockers

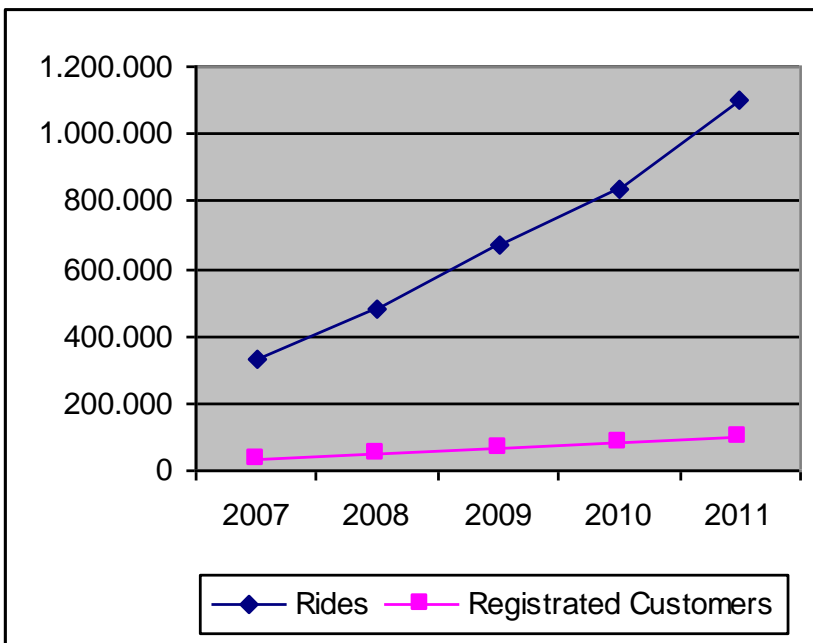
Customer appreciation is rising



Research shows that OV-fiets creates a modal shift:

- 50% travels by train more often
- Almost 10% exchanged their car journey for the OV-fiets and train combination

Growth OV-fiets rides & registered customers



Year	Rides	Registered Customers
2007	330.000	34.000
2008	482.000	50.000
2009	670.000	66.000
2010	835.000	85.000
2011	1.100.000	100.000

Questions?



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nextstation

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