OV-fiets
(Bike/chain management)

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Reaching and leaving the station by bike

- 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

<table>
<thead>
<tr>
<th>Year</th>
<th>Rides</th>
<th>Registered Customers</th>
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</thead>
<tbody>
<tr>
<td>2007</td>
<td>330.000</td>
<td>34.000</td>
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<tr>
<td>2008</td>
<td>482.000</td>
<td>50.000</td>
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<tr>
<td>2009</td>
<td>670.000</td>
<td>66.000</td>
</tr>
<tr>
<td>2010</td>
<td>835.000</td>
<td>85.000</td>
</tr>
<tr>
<td>2011</td>
<td>1.100.000</td>
<td>100.000</td>
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</tbody>
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Questions?

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