

Ebike promotion in Helsinki metropolitan region

16.10.2018 BSR Electric webinar on ebike

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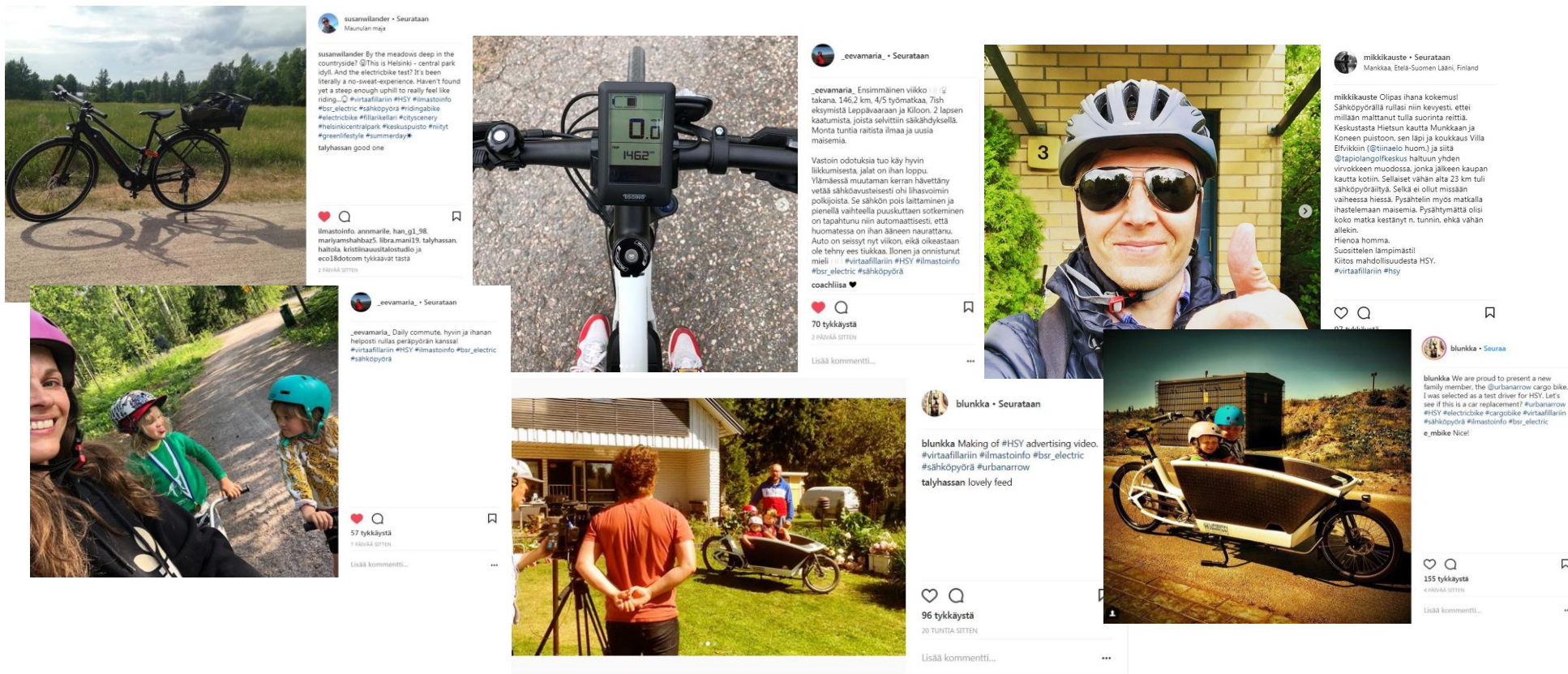
Content

1. Virtaa fillariin” = ”Electricity to bike” - campaign
2. E-bike testing campaign at Korkeasaari zoo
3. E-bike testing events

”Virtaa fillariin” = ”Electricity to bike” -campaign



- Slogan: “Take a part to human experience”
- The application period was 18.4-13.5. -> over 900 registrations



in June four families that we selected made social media content on their e-bike experiment



"Virtaa fillariin" ("Electricity to bike") short films

E-bike testing campaign at Korkeasaari zoo 21.5.-3.6.

- Families had possibility to go by e-bike from parking lot to the gate of the zoo or vice versa (around 400 meters): the parents tried e-biking and children traveled with e-bike taxi



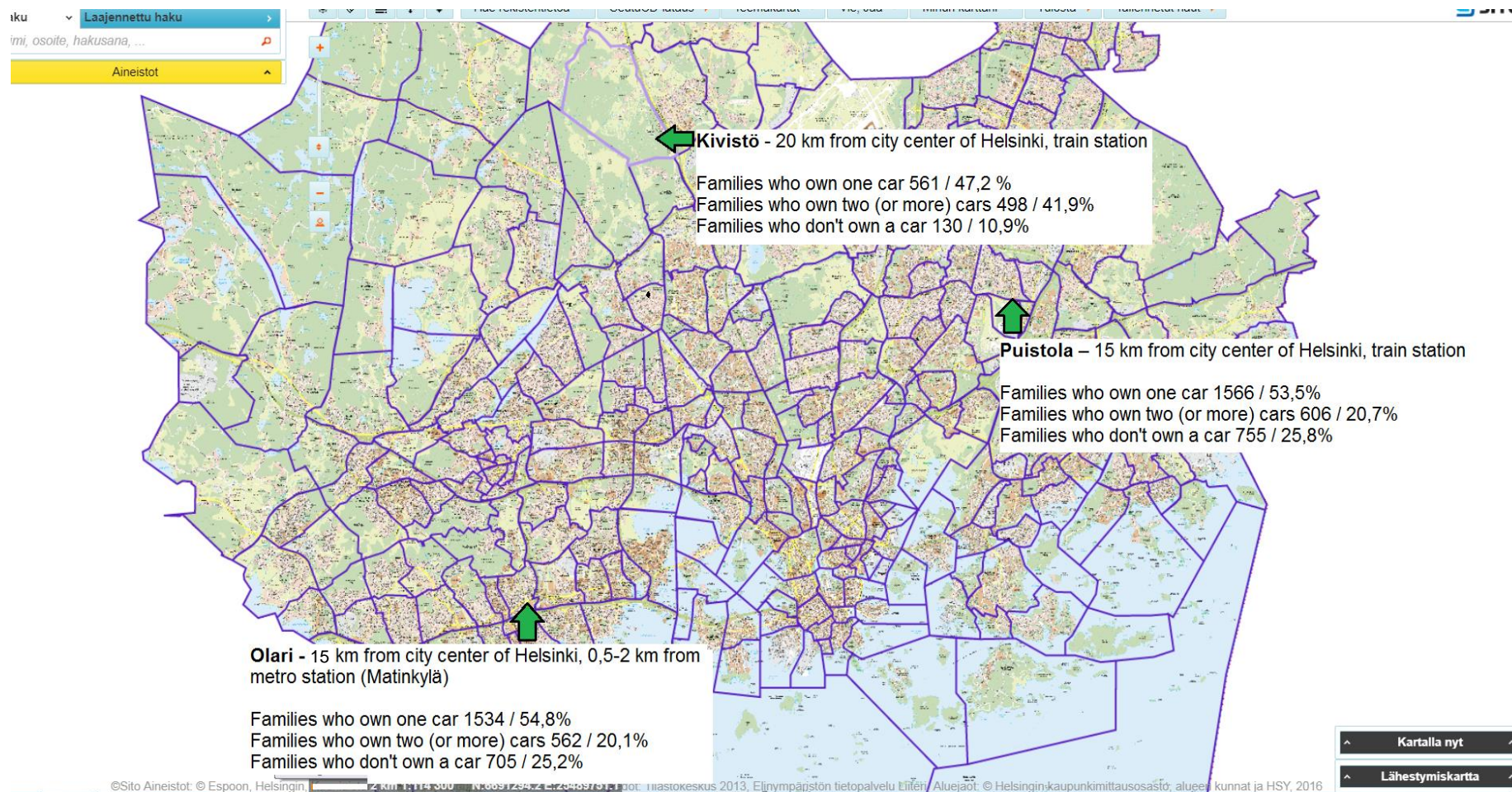


- Videos and other social media content

E-bike testing events in our pilot suburbs and elsewhere

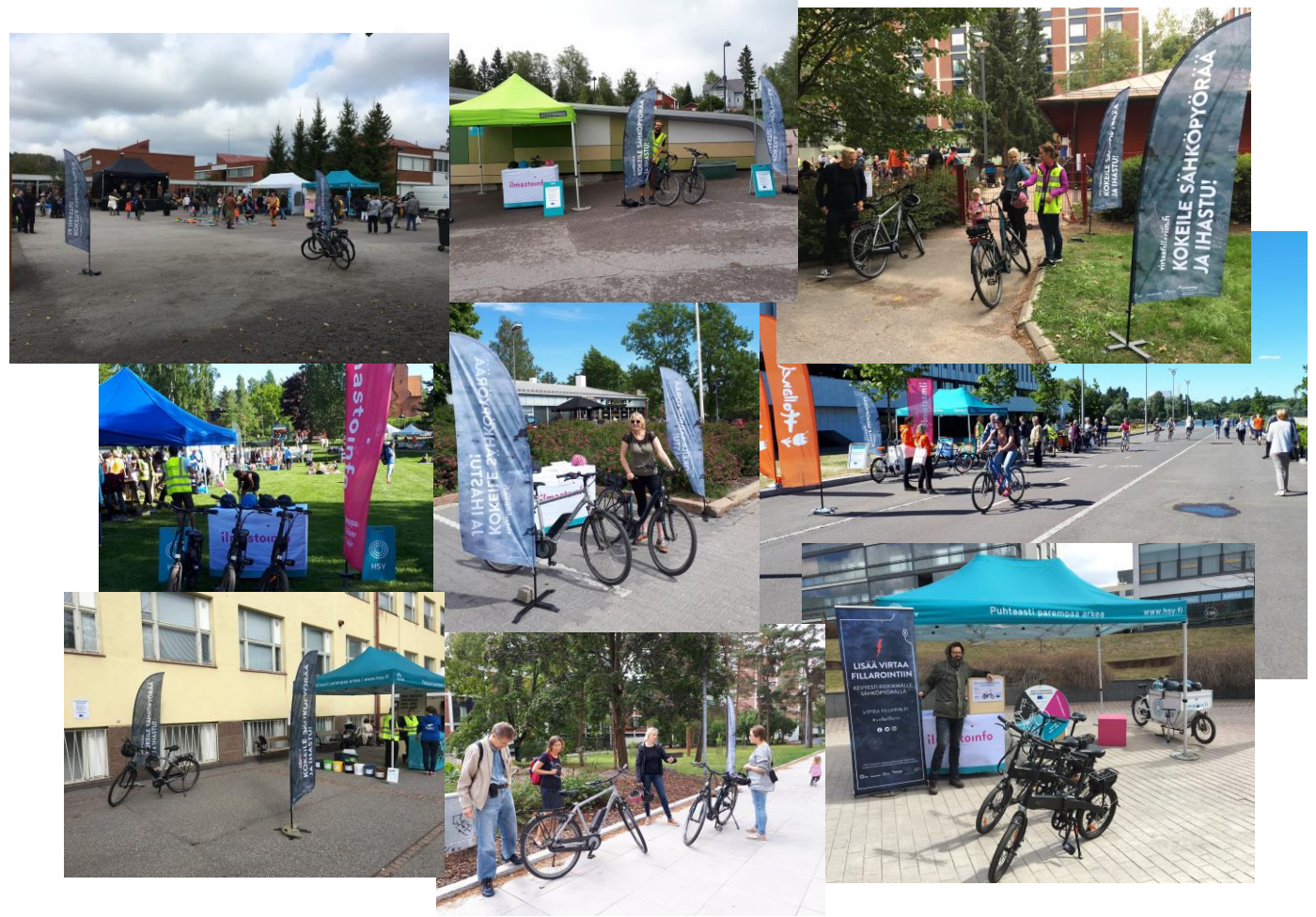


Pilot suburbs for summer 2018

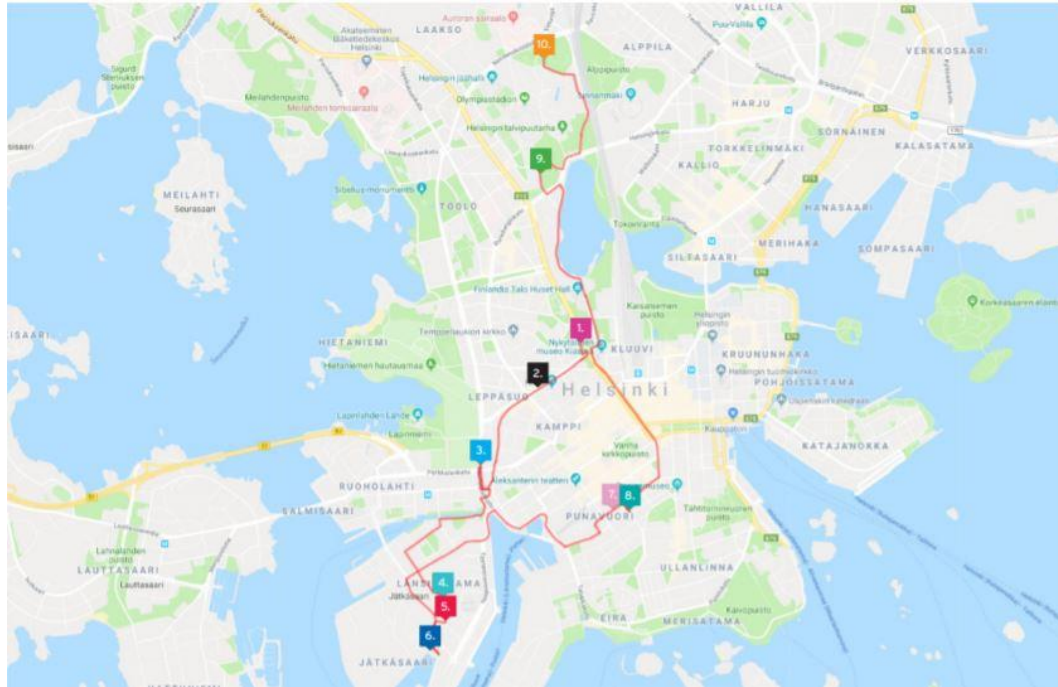


Ebike testing events

- Vantaa - Tikkurila 21.4.
- Kauniainen 24.5.
- Helsinki City-center 12.6.
- Helsinki - Puistola 27.6.
- Espoo - Olari 25.8.
- Vantaa - Kivistö 1.9.
- Helsinki – Käpylä 2.9.
- Espoo - Olari 4.9.
- Helsinki – Puotila 9.9.



An e-bike tour to Parliament of Finland 6.9. and 17.10.



Thank you - Kiitos!

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