

Call a Bike

intermodal mobility service of DB AG

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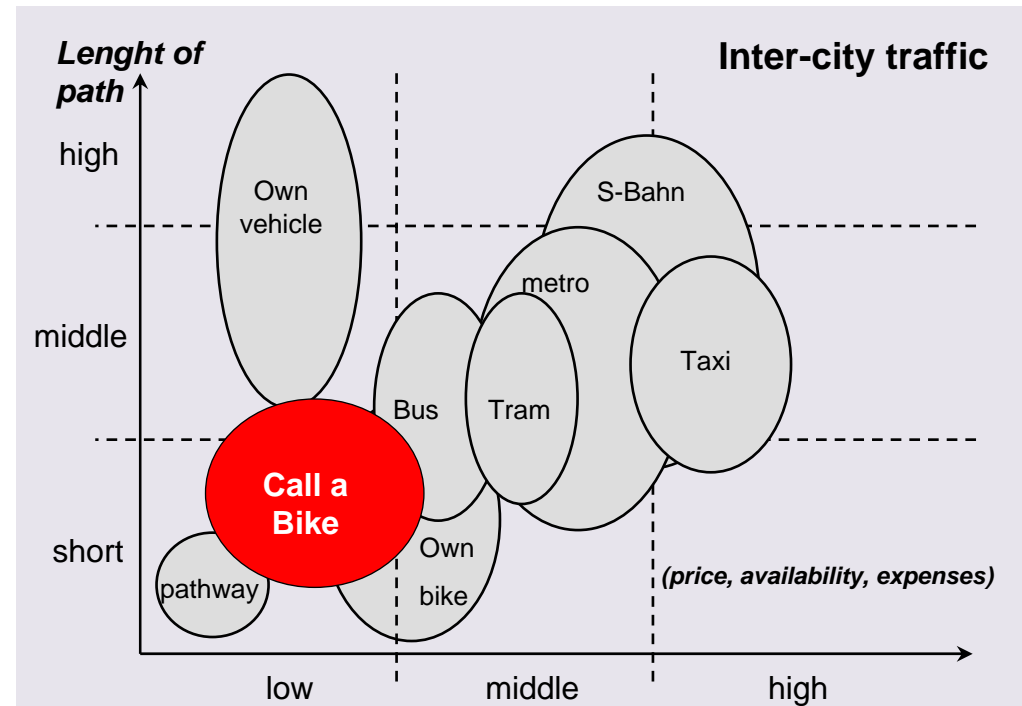
Call a Bike – individual short distance mobility

In Germany every person covers every day an average of 3 distances
Half of those distances are **shorter than 5 km.**

Call a Bike is

- Faster than going by foot,
- Cheaper than taking a taxi,
- Smaller meshed than bus and tram,
- More flexible than a car,
- More easily available than own bike,
- **Can be combined** with other means of transportation

... and thus closes the spatial, time and price gap in the short distance mobility.



Under the roof of the Deutschen Bahn, Call a Bike completes together with DB Carsharing the mobility chain from door to door.

Call a Bike - Key Features

- ▶ **Area-wide** bike renting system for congested urban areas.
- ▶ **Distinctive**, attractive **design**
- ▶ **Availability**: CallBikes can be found at all important intersections.
- ▶ **Flexibility**: borrowing 24/7, no waiting time, no schedules.
- ▶ **No installation** in public required
- ▶ **Central registration** of every single CallBike-usage.
- ▶ **Every Customer** is **identified**, every usage can be allocated to user
- ▶ **Exact billing** (5ct. / 7 ct. per minute)
- ▶ **Automated processes** for borrowing and returning the bike
- ▶ **ONE-WAY** - capable

Innovation

Call a Bike is based on a simple system to control the renting and returning of spatial distributed renting objects. The system is worldwide protected by a patent.

- The procedure works **without radio transmission**.
- The **transactions** are made **by the telephone**.
- Support by patented transmission of coded information, which is linked with a selected telephone number.
- **Electronic code-locks** with a Touch screen diagram display for the input and expenditure of opening and receipt codes.
- **Parallel data acquisition** of all telephone customer transactions in the central computer (computer telephone IE system).
- All data of customers, locations, use, extent of utilization, defects, and other inquiries are present central and make **central logistics**, accounting and controlling possible.



How does it work?

Entrance / Billing

- simple registration over the call center, the Internet or the local selling partners
- minute-exact billing
- deduction over credit card or bank account



Call Center

- 24 hours attainable
- Operator or language computer

Central server

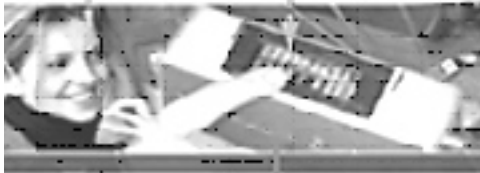
- Controlling and processing of all transactions and data
- efficient logistics, flexible account
- control

Receipt code

Announcement of junction

coded transmission of customer number and bike number

Opening code (Computer announces)



Use

- Arbitrary use
- **locking** and **reopening** with the opening code **possible at any time**

Return

- Return at any larger road crossing
- when locking, **return „YES“ - receipt code** will appear
- Call number which is indicated on the lock
- Confirming the return through **pressing the telephone key "1"**,
- **entering the receipt code** into the telephone keyboard
- **Record the junction** - finished!

Renting

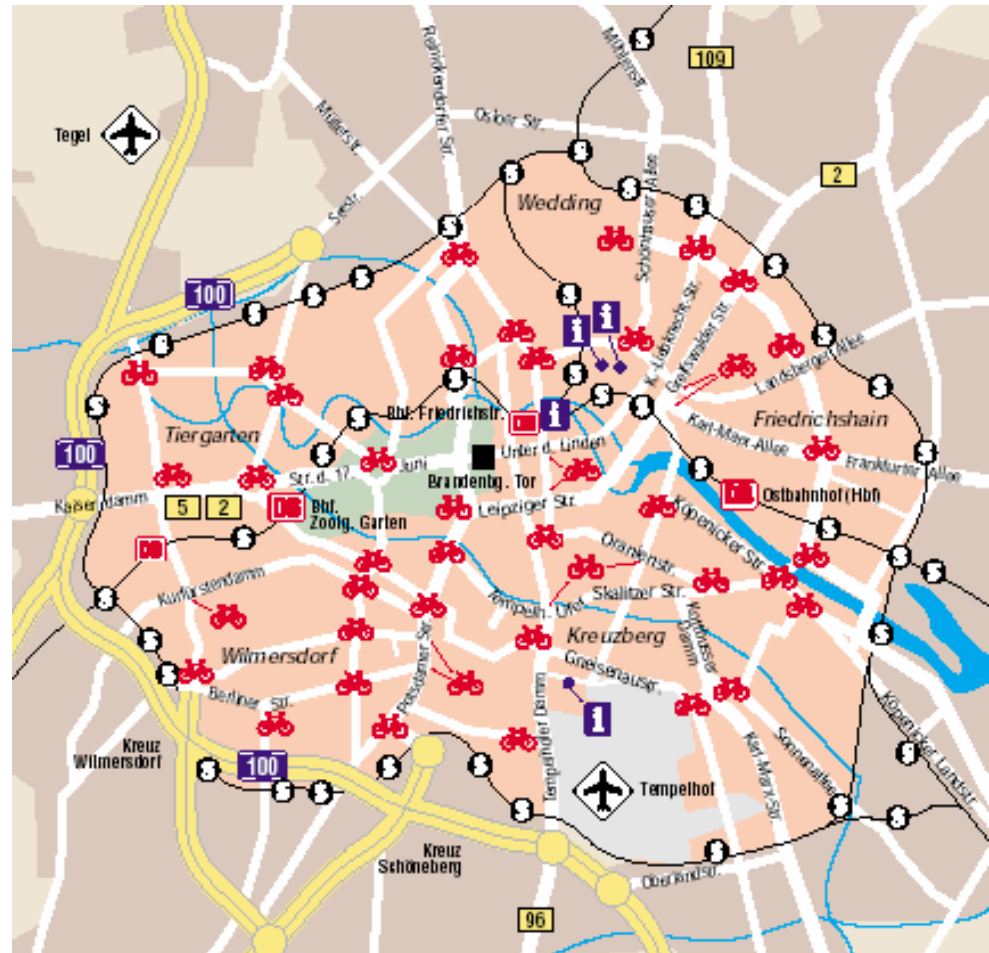
- **Selecting a CallBike and call the telephone number which is visible on the lock**
- **Confirm the the renting through pressing the telephone key „1“**
- **Receipt of the four digit opening code**
- **Open the lock with code and have a nice ride**

Technique of the CallBikes



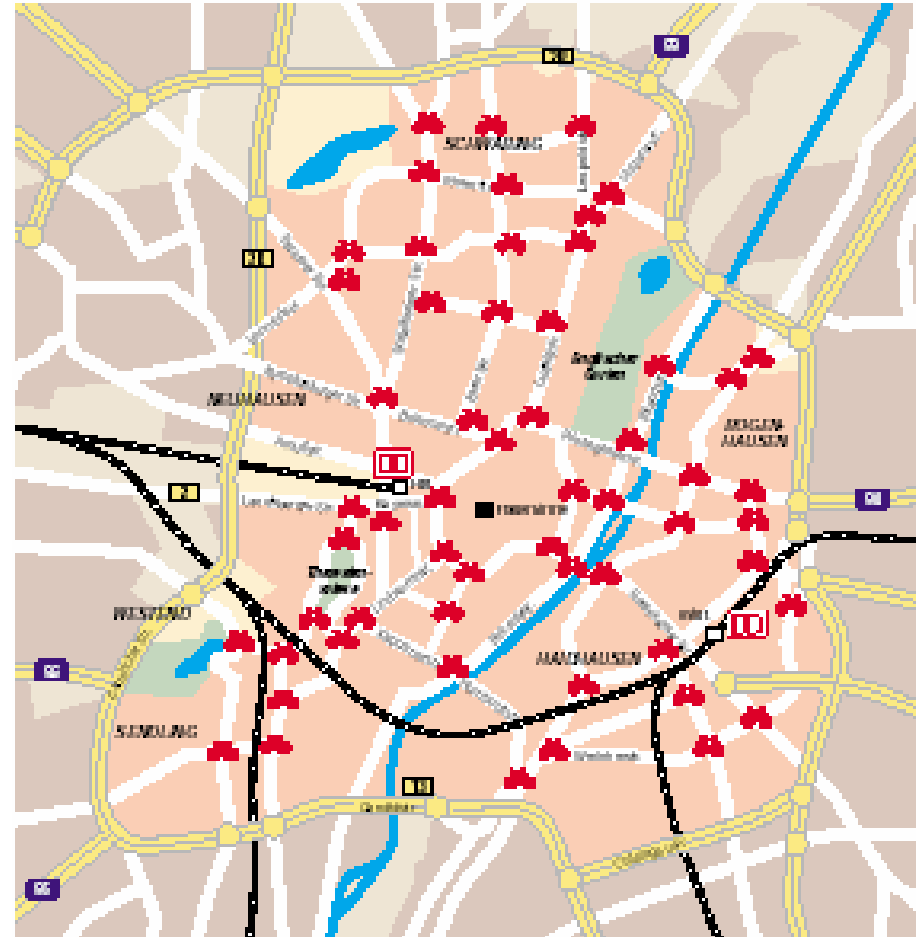
Target areas: Berlin - 1.400 CallBikes

- **3.394.000** inhabitants
- total area of **891 km²**
- Core area with **100 km²**
- about **3400** junctions in the core area
- **1 Mio.** Inhabitants in the core area
- boundary along the **S-Bahn Ring**
- population density in the city center **twice as high** as in Munich
- **5,1 Mio** tourists
- **600.000** employees in the core area
- unemployment rate **19,7** percent.



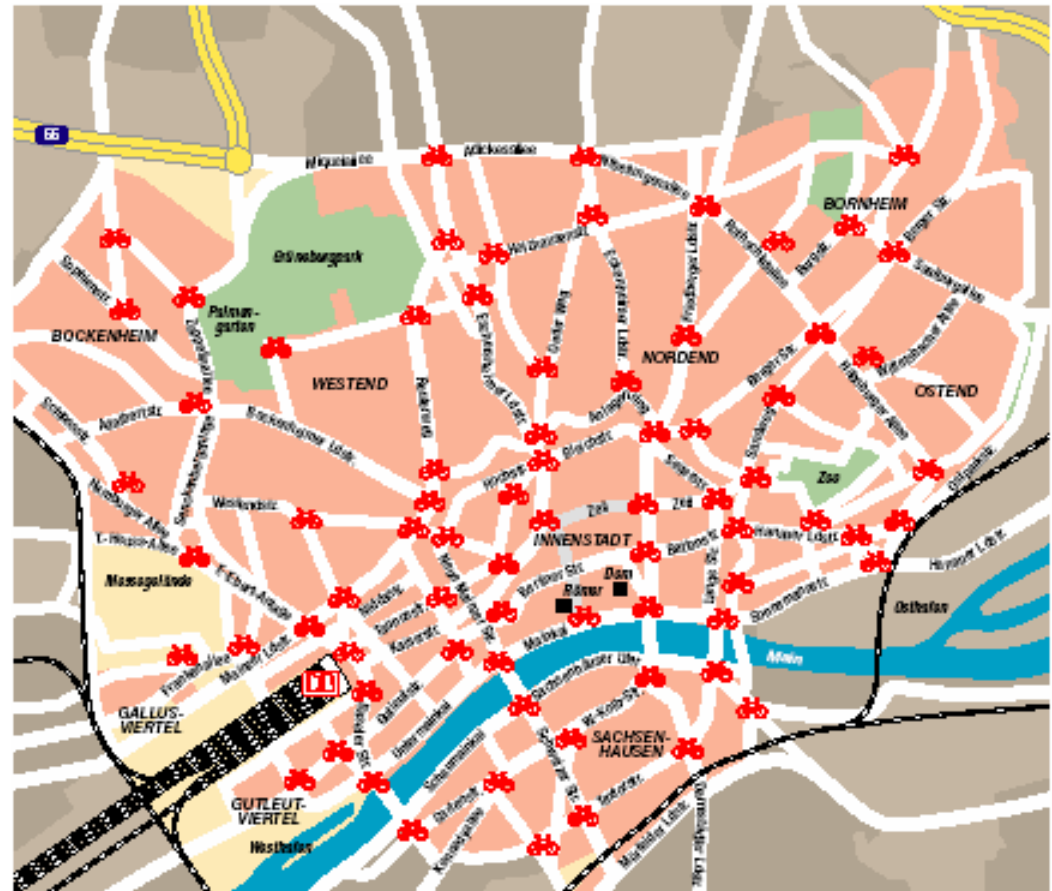
Target areas: Munich - 1.200 CallBikes

- **1.239.000** inhabitants
- total area of **310 km²**
- core area with **44 km²**
- about **2.800** junctions in the core area
- about **350.000** inhabitants in the core area
- boundary along the **Mittleren Ring** (highway)
- **3,7 Mio** tourists
- well constructed cycle lane network
- unemployment rate **9** percent



Target areas: Frankfurt / Main - 700 CallBikes

- **646.500** inhabitants
- total area of **278 km²**
- core area with **27 km²**
- about **2.000** junctions in the core area
- about **260.000** inhabitants in the core area
- boundary around several **districts**
- **6,4 Mio** visitors
- unemployment rate **11 percent**



Target areas: Cologne - 850 CallBikes

- **978.000** inhabitants
- total area of **345 km²**
- core area with **31 km²**
- about **2200** junctions in the core area
- about **325.000** inhabitants in the core area
- boundary along **Kölner Gürtel (belt)**
- **2,2 Mio** visitors
- unemployment rate **14** percent



Alternative concepts

Localbound storage systems, smart card readers or other automats are connected with substantial investments and prohibitive legal problems. In each city extensive authority permission and additional installations are necessary for fixed stations. The most well-known concept is the Copenhagener model, where the bikes can be used by depositing some coins. Since a while similar systems are available in Vienna, Lyon and Brussels

GSM and GPS-Modules and their application in the bikes and/or locks with their radio transmissions were too expensively, too complex and too energy complex for the targeted application at the point of development. Also the GSM und GPS Modules carry a high risk for vandalism and theft, because of their high purchase costs. In future the bikes are supposed to be equipped with detection technology.



Advantage of Call a Bike

The renouncement of fixed stations is the crucial condition for fast market access in the cities. This concept ensures the flexibility and surface covering within the townscape

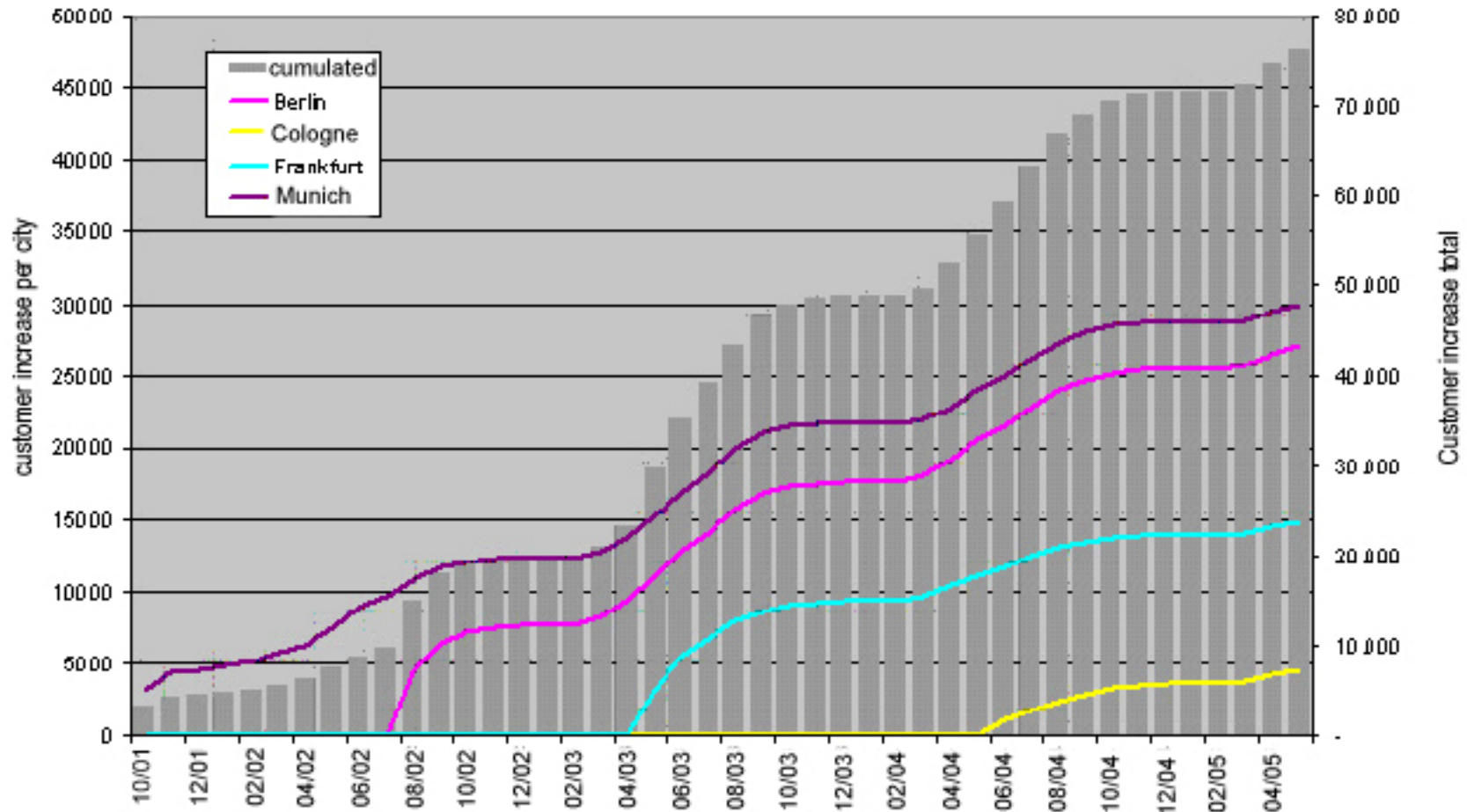
The arrangement of the CallBikes can be flexibly adapted and corrected to the individual needs of the population in each city.

History:

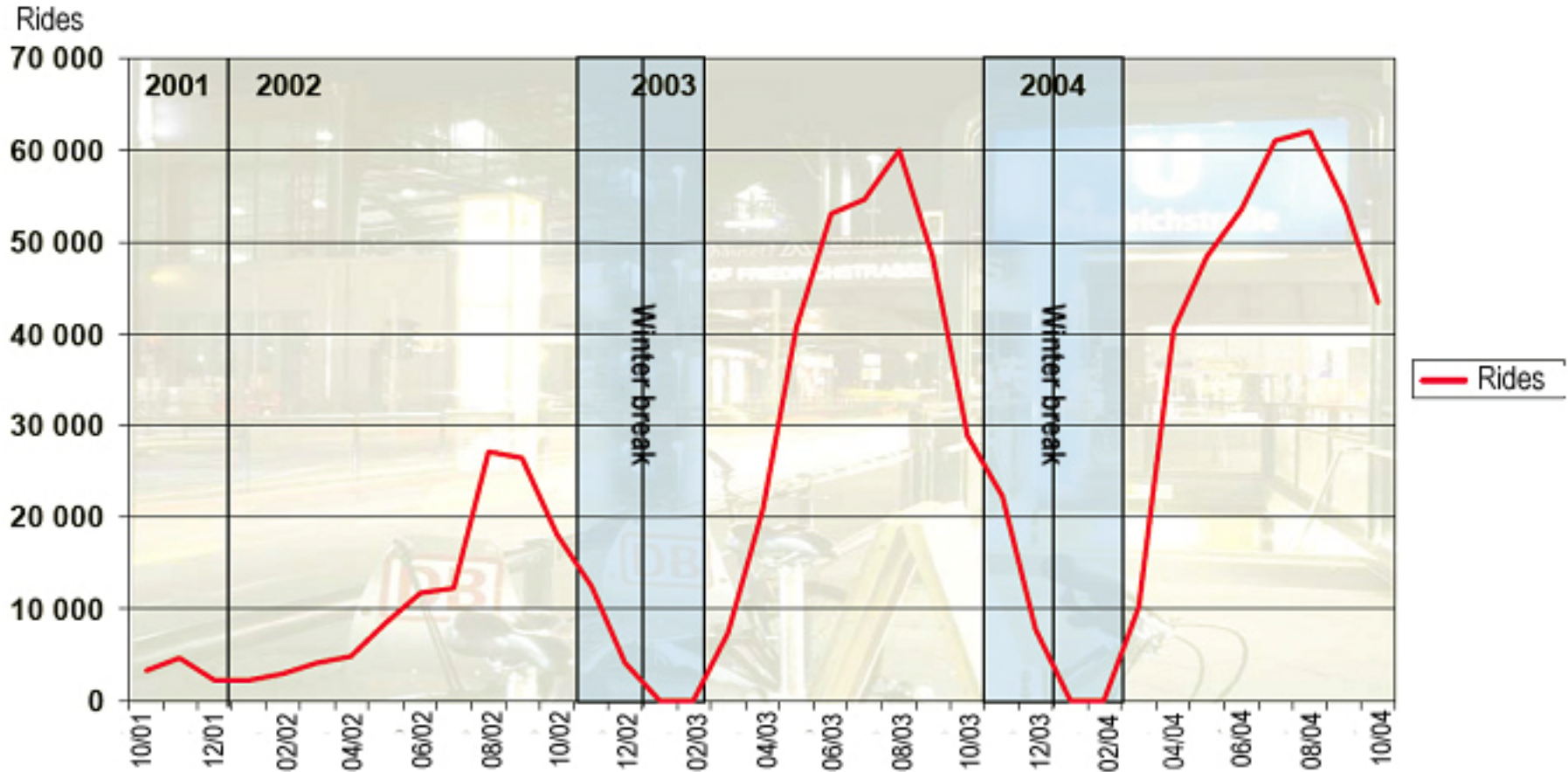
- | | |
|-------------------|---|
| April 2000 | operational start of the CALL A BIKE AG in Munich |
| Dec. 2000 | Insolvency of the CALL A BIKE AG |
| June 2001 | purchase of assets (hardware and business concept) by the Deutsche Bahn of the CALL A BIKE AG in Insolvency |
| July 2001 | operational integration into the DB Rent GmbH, preparation for the relaunch |
| Oct. 2001 | Start of test stage (relaunch) with 1000 CallBikes in Munich |
| Dec. 2001 | Winter activity with about 600 CallBikes |
| May 2002 | Saison-Opening in Munich with official conclusion of the test stage |
| July 2002 | Start of Call a Bike with 1750 Bikes in Berlin |
| March 2003 | Saison-Start with Event in Munich und Berlin |
| May 2003 | Start in Frankfurt with approx. 700 CallBikes |
| May 2004 | Start in Cologne with approx.. 450 CallBikes, gradual increase of the number of bikes to 850 Bikes |

Facts & Figures

Customer increase per month 10/2001 - 05/2005

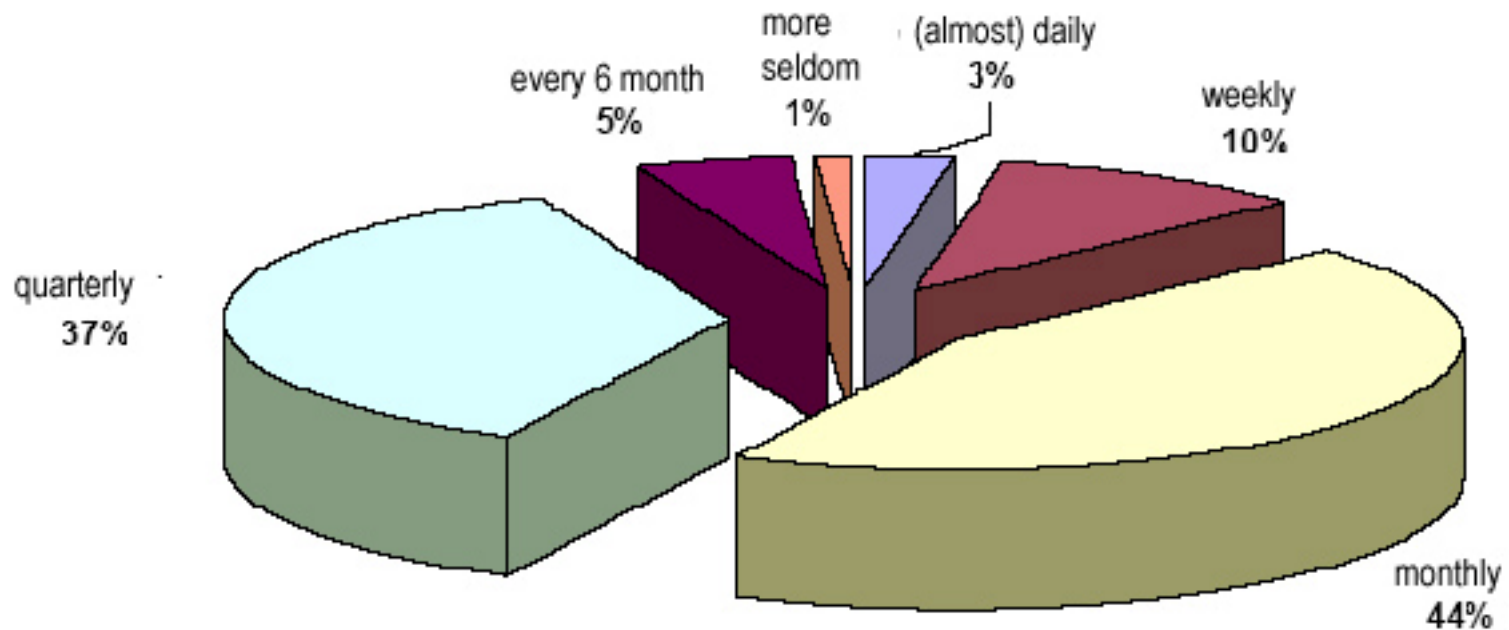


Facts & Figures

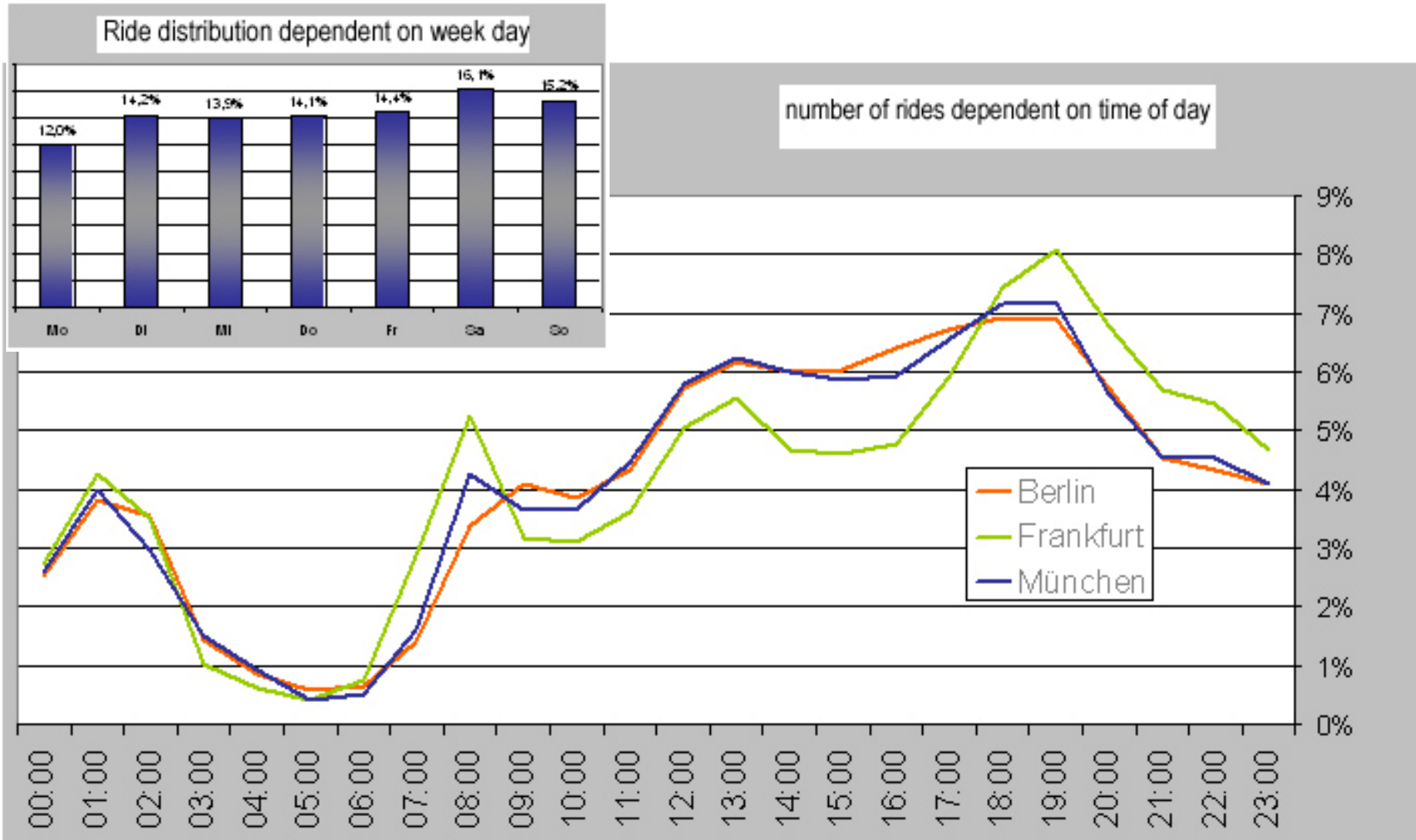


Facts & Figures

Call a Bike rides per customer and year



Facts & Figures



Facts & Figures

	Munich	Berlin	Frankfurt	Cologne
Age structure				
18 up to 35	64,6%	60,4%	60,7%	62,3%
36 up to 50	28,1%	31,4%	31,0%	30,5%
51 up to 92	7,3%	8,2%	8,3%	7,6%
tariff				
Bahncard /public transport association	29,5%	40,0%	38,6%	31,7%
Normal	67,8%	58,2%	57,8%	65,2%
Active	2,7%	1,8%	3,6%	1,2%
Mobile phone user	83%	86%	87%	89%
City inhabitants	73%	76%	74%	75%
Women user	26,4%	25,3%	23,9%	24,6%
Customer via credit card	63%	69%	56%	59%

Objectives and further steps:

Planning for 2005 / 2006:

Oct. 2005: Start Call a Bike – France („allycyclo“) in Orleans -with “Transdev”

March 2006: Start in Montpellier - with “Transdev”

Possibly 2006: planned: Start in Paris - with RATP

Considered Expansion steps in Germany:

- Hamburg
 - Leipzig
 - Düsseldorf
 - Stuttgart
- In principle the installation of Call a Bike is possible in every city with more than 200.000 inhabitants.
- The DB AG will realize a further development of the system however only with additional financial participation of the respective municipality or a further advertising partner.

Thank you for your attention

