

## 4 Target Group-Oriented Campaigns

Because of the diversity of user groups alternating in terms of reasons for using, age, lifestyle and wealth, it is necessary to focus on promotion, campaigns and events addressing each relevant potential user group. Currently, no studies exist with respect to exact target oriented campaigns for electric mobility. Therefore a more general literature has been sighted and evaluated concerning the promotion and campaigning innovations, completed with some successful examples in this field.

This chapter highlights the target-oriented promotion, campaigns and events to the special user groups accordingly. While section 4.1 introduces seven examples of already implemented measures that serve as best practices, section 4.2 summarizes the main features of the various arts of campaigning for the special modes of transport.

### 4.1 Examples of Different Campaigns for E-mobility

Depending on the profile of the initiating body, there are various goals and expectations regarding the outcome of a campaign. The overall aim of these campaigns is to increase acceptance and public awareness of the new forms of mobility amongst citizens. A more specific goal from the municipality's side is to influence mobility behaviour of the dedicated target groups and to achieve paradigm shift. The aspects of a private company are similar in terms of catching the interest of potential users, since providing information about the new vehicles is a prerequisite for a successful market penetration.

In general, a campaign can be successful once it meets the specific needs of the addressed target groups by promoting the benefits of such alternative modes and giving them incentives. From the retailers' point of view, a quantitative evaluation may be possible through the number of sold e-vehicles or registered customers. The municipalities can evaluate the outcome of such mobility actions through the number of trips, or the share of all trips made by e-vehicles – the second indicator is already the result of shifting between transport modes. The overall aim of these campaigns was to achieve a paradigm shift from a conventional vehicle to an environmentally friendly mode of transport.

The following posters show good examples of successful campaigns in different segments of e-mobility, for different target groups, both with rental and purchase in focus. They are followed by Table 3 with a brief summary of all measures.



**Active Access – Pedelec testing for senior citizens**



Source:  
[http://www.eltis.org/index.php?id=13&study\\_id=2935](http://www.eltis.org/index.php?id=13&study_id=2935)

**Promoted Transport Mode:** pedelec (purchase)

**Target Group:** senior- and middle-aged citizens

**Profile of Campaign:** society-oriented

**Addressed Trip Purpose:** home-shopping; home-work; recreation (leisure)

**General Aim of the Campaign:**

shift from car to environmentally friendly mode;  
 provide mobility for new segments of society

**Main Content of Measure:**

continuous monitoring over a month  
 evaluation by mobility diaries completed (20 locals involved)  
 encourage senior citizens to use pedelecs on daily trips by showing benefits of being mobile  
 (offering independence from drivers as passenger)

**Incentives:**

free test bikes are provided for all users for a week with information (maintenance, charging, riding)

**Service provider/ participating associations:**

City of Graz, ELTIS, Energie Steiermark

**Promotion Medium:** homepage, social media (youtube)

**Location:** Graz, Austria

**Sponsor of Project:** pilot project funded by EU

**Outcome of the Campaign:**

great success officially confirmed: both qualitative and quantitative results (e.g. 46 % of all trips made by pedele; catchment area of non-car-users increased)



## E-Bike Test Weeks for Companies (E-Bike Testwochen für Betriebe)



Source:  
[http://www.aachen.de/DE/stadt\\_buerger/verkehr\\_strasse/verkehrskonzepte/elektromobilitaet/e-bike/Flyer\\_Pedelec-Testwochen.pdf](http://www.aachen.de/DE/stadt_buerger/verkehr_strasse/verkehrskonzepte/elektromobilitaet/e-bike/Flyer_Pedelec-Testwochen.pdf)

**Promoted Transport Mode:** e-bike (rental)

**Target Group:** business customers (companies and institutes)

**Profile of Campaign:** society-oriented

**Addressed Trip Purpose:** home-work; work-work

**General Aim of the Campaign:** shift from conventional bikes and cars to e-bike (share)

**Main Content of Measure:**  
convince business customers to offer e-bike sharing for commuting due to its extended range  
companies can apply for free pedelec test weeks (Monday-Friday) with a likely extension to the weekend

**Incentives:**  
free delivery and pick-up service with all equipments during the test week  
participation up to 5 e-bikes is free of charge  
free technical instruction on site  
support program completed with financial incentive from STAWAG

**Service provider/ participating associations:**  
City of Aachen, StädteRegion Aachen, STAWAG, IHK, Radstation Wabe e.V.

**Promotion Medium:** flyer (private); posters (public)

**Location:** Aachen and agglomeration, Germany

**Sponsor of Project:** financed by project partners

**Outcome of the Campaign:**  
high customer satisfaction documented - experience available on the homepage



## Volkswagen e-mobility



Source: <http://emobility.volkswagen.de/de/de/private/idee.html>

**Promoted Transport Mode:** e-car (purchase)

**Target Group:** both private and business customers

**Profile of Campaign:** environment-oriented

**Addressed Trip Purpose:** all trip purposes

**General Aim of the Campaign:**

shift from regular cars to e-cars (business customers: fleet)  
increase acceptance of e-mobility

**Main Content of Measure:**

e-mobility station & info center is built by VW  
working principle, technical performance and benefits of buying the e-car emphasized  
interactive platform established on the official homepage for FAQ  
articles and infos provided about environment  
apps developed for optimized travel

**Incentives:**

e-bike is offered as prize of a competition published on the homepage  
e-up! (e-car) owners can rent conventional VW cars for long distance trips with special conditions  
test driving - evaluation and experience of users

**Service provider/ participating associations:** Volkswagen

**Promotion Medium:**

permanent e-mobility station, social media, TV commercial, info brochures

**Location:** Wolfsburg, Germany

**Sponsor of Project:** financed by private automaker

**Outcome of the Campaign:**

ongoing measure  
no published results but so far customer satisfaction and high public interest



**E-Mobil NRW Climate Protection in Road Traffic**  
(E-Mobil NRW Klimaschutz im Straßenverkehr)



Source: <http://www.emobil-nrw.de/>

**Promoted Transport Mode:** e-car, e-scooter (purchase and sharing)

**Target Group:** all members of middle class families

**Profile of Campaign:** emotion-oriented (personal experience provided)

**Addressed Trip Purpose:** all trip purposes

**General Aim of the Campaign:**  
enhance paradigm shift from conventional car

**Main Content of Measure:**  
increase acceptance through the detailed introduction of daily usage  
development and testing of infrastructure and vehicle  
video promotion satisfy each target group`s preferences by emphasizing specific features (e.g.: environmental aspects, cost aspects, "cool")

**Incentives:** -

**Service provider/ participating associations:**  
Model region Rhein-Ruhr (several energy suppliers and private companies)

**Promotion Medium:** flyer, promotion video at homepage

**Location:** model region in Rhein-Ruhr, Germany

**Sponsor of Project:**  
financed by Federal Ministry of Transport, Building and Urban Development (BMVBS)

**Outcome of the Campaign:**  
not published yet



**eCommuter  
(ePendler)**



Source: <http://www.bem-ev.de/projekte/ependler/>

**Promoted Transport Mode:** e-car (purchase)

**Target Group:** (private) commuters

**Profile of Campaign:** emotion-oriented (personal experience provided)

**Addressed Trip Purpose:** home-work; work-work

**General Aim of the Campaign:**  
shift from communal cars to e-car

**Main Content of Measure:**

test week for commuters provided to gain "self-experience"  
30 e-cars for a 5-day-long test week for 70 participants  
experience of users published and updated  
reduced costs and general benefits of daily usage emphasized vs. car (petrol)

**Incentives:** -

**Service provider/ participating associations:**

Federal Association of eMobility (Bundesverband eMobilität e.V.), Hessian Provincial Government (Hessische Landesregierung), TÜV Hessen, City of Frankfurt (Frankfurt eMobil)

**Promotion Medium:** homepage, radio, social media (twitter), newspaper

**Location:** Frankfurt, Wiesbaden, Grebenstein, Hessen, Germany

**Sponsor of Project:** sponsored by federal association with manufacturers

**Outcome of the Campaign:**

great success: positive feedback after the campaign  
high interest is officially confirmed (3200 applicants for 30 e-cars)



**Cityseg... Experience the City**  
(Cityseg... erfahre die Stadt)



Source: <http://www.city-seg.de/>

**Promoted Transport Mode:** segway (rental)

**Target Group:** tourists (individuals or groups), business customers

**Profile of Campaign:** fun-oriented

**Addressed Trip Purpose:** recreation (leisure)

**General Aim of the Campaign:**

promote new mobility form  
increase acceptance in society

**Main Content of Measure:**

provide fun-oriented sight seeing tour completed with quick introduction of the main functions  
conditions of use: max no.of participants (10), age, driving license, max.weight  
extra seasonal tours (culinary, e-Card rail tour for private purposes)

**Incentives:**

gift vouchers with no expiration date, free drinks from one partner  
50 % cost refunding in case of unsatisfaction  
special service for business customers: pick-up, one-way tours, adapted corporate identity on segways

**Service provider/ participating associations:**

Segway point Baden-Baden; (ADAC & private sponsors)

**Promotion Medium:** homepage, social media (facebook, twitter, youtube)

**Location:** Baden-Baden, Heidelberg, Karlsruhe (also other locations from segway point), Germany

**Sponsor of Project:** financed by project partners

**Outcome of the Campaign:**

ongoing measure  
no published results but so far customer satisfacton and high public interest



BI-BO



Source: <http://www.bi-bo.it/tariffe/>

**Promoted Transport Mode:** e-rickshaw (rental with driver)

**Target Group:** local citizens, tourists

**Profile of Campaign:** fun-oriented

**Addressed Trip Purpose:** home-others

**General Aim of the Campaign:**  
 revitalization/socialization of the downtown  
 cleaner, safer, environmental-friendly city  
 promote alternative public transport  
 show limited public transport supply in the city centre

**Main Content of Measure:**  
 group of active citizens initiate on own costs a sight-seeing in the historical city  
 hitching a ride is allowed for everyone  
 new jobs are provided for students, unemployed

**Incentives:**  
 citizens can support a purchase of more vehicles by donations  
 Friday and Saturday night: also free transport in the city

**Service provider/ participating associations:**  
 group of volunteers and activists (Primavera Urbana)

**Promotion Medium:** poster, homepage, social media

**Location:** Bologna, Italy

**Sponsor of Project:** costs covered by own resources

**Outcome of the Campaign:**  
 initiative caught dealers' attention,  
 already a regular service - organized city tour







**Table 3: Overview of Best Practices in the field of e-mobility**

Promoted Transport Mode	Name of Campaign	Profile of Campaign	Service provider	Location	Target Group	Trip Purpose	Outcome of the Campaign
pedelec (purchase)	Active Access Pedelec testing for senior citizens	society-oriented	City of Graz	Graz (AT)	senior citizens	home-shopping home-work recreation	successful
e-bike (rental)	E-Bike Test Weeks for Companies <i>(E-Bike Testwochen für Betriebe)</i>	society-oriented	City of Aachen	Aachen & agglomeration (DE)	business customers	home-work work-work	successful
e-car (purchase)	Volkswagen e-mobility	environment-oriented	Volkswagen	Wolfsburg (DE)	private & business customers	all trip purposes	not published yet
e-car, e-scooter (purchase and sharing)	E-Mobil NRW Climate Protection in Road Traffic <i>(E-Mobil NRW Klimaschutz im Straßenverkehr)</i>	emotion-oriented	Model region Rhein-Ruhr	model region Rhein-Ruhr (DE)	middle class families	all trip purposes	not published yet
e-car (purchase)	eCommuter <i>(ePendler)</i>	emotion-oriented	Federal Association eMobility <i>(Bundesverband eMobilität e. V.)</i>	Frankfurt, Wiesbaden, Grebenstein, Hessen (DE)	(private) commuters	home-work work-work	successful
segway (rental)	Cityseg... Experience the City <i>(Cityseg... erfahre die Stadt)</i>	fun-oriented	Segway point Baden-Baden	Baden-Baden, Heidelberg, Karlsruhe (DE)	tourists business customers	recreation	not published yet
e-rickshaw (rental with driver)	BI-BO	fun-oriented	Primavera Urbana	Bologna (IT)	local citizens tourists	home-others	successful



## 4.2 Main Characteristics of Different E-mobility Campaigns

The following section sums up some sighted emobility campaigns differentiated between the various modes of transport. The above mentioned examples of practice as well as flyers, brochures and homepages of different kind of manufacturers, providers or dealers have been analysed.

The example of the German car manufacturer Volkswagen (VW) shows, that the specific technical features such as range and regenerative braking also have to be emphasized besides the environmental benefits that an e-car can bring. By the campaign of Volkswagen there was no emphasis on a particular target group, but on both individual and business customers in general with all trip purposes. The example of VW shows, that apart from the temporary campaigns, permanent promotions have to be provided on the homepage in order to convince customers and to ease the market penetration. The outcome is therefore difficult to evaluate. The car manufacturer Renault is advertising its Renault Zoe as an emission-free family car, which is clean and favourable, while Mitsubishi is promoting its i Miev with technical and driving facts, lower noise emission, soft and powerful starting, without focusing on special kind of target group except technological savvy persons.<sup>5</sup>

A successful campaign of e-carsharing is represented by *E-Mobil NRW* – it is an emotion oriented campaign focusing on the paradigm shift from possessing a car to share the vehicle – this term is already known from conventional carsharing. Also *Drive-Carsharing* is promoting carsharing, but does not mention its electric vehicles and special user groups within the potential sharing fleet users.<sup>6</sup> The *Deutsche Bahn* is promoting its electric carsharing service, called *e-Flinkster*, for tourists discovering nature and excursion destinations by innovative e-car without emissions and noise, but with comfort, functionality and innovative technology.<sup>7</sup> A similar concept of promotion is approached by *Multicity*, the electric carsharing provider of Citroën. The company is advertising its mobility concept on its homepage as being practical, flexible and environmentally friendly, whereas no special user groups are addressed.<sup>8</sup> *Moveabout* offers e-carsharing for private as well as electric cars for business customers and fleets. The homepage is not dedicated to a specific target group, but prices are tailored to the special needs of students, occasional and frequent private and business drivers.<sup>9</sup> The concept is addressing different target groups by offering different types of cars that fit to the customers' wishes.

The general aim of campaigns promoting pedelecs is to increase the mobility of society by overcoming the obstacles of a hilly area or special weather conditions and their perceived inconveniences. By the promotion of usage on a daily basis, all users were actively involved.

<sup>5</sup> Advertised in Deutsche Bahn magazine; [www.renault.de/ZOE](http://www.renault.de/ZOE), a flyer of I Miev; [www.imiev.de](http://www.imiev.de)

<sup>6</sup> [www.drive-carsharing.com](http://www.drive-carsharing.com)

<sup>7</sup> [www.flinkster.de](http://www.flinkster.de)

<sup>8</sup> [www.multicity-carsharing.de/](http://www.multicity-carsharing.de/)

<sup>9</sup> [www.moveabout.com](http://www.moveabout.com)



The target groups of these campaigns are the daily commuters and the senior citizens<sup>10</sup>. While in the phase of market launch, pedelecs were directed for the 60+ target group. But the average age of pedelec users has been decreasing in recent years. Nowadays advertising agencies are focusing more on the so-called group of LOHAS (Lifestyle of Health and Sustainability) and tries to push family-compatible pedelecs. Amongst the daily commuters, the car drivers were attracted, since pedelec was set to be a competitor of a car within a certain commuting distance through its wider range. Besides the so-called “habitual car drivers” (Urbanczyk 2011), the conventional cyclists are easier to convince to use pedelecs.

Concerning electric motorbikes and scooters, manufacturers mainly provide facts about speed, range and battery, but design plays an important role as well. The lower noise operation in some cases is also mentioned, but no special target groups are addressed within the scooter or motorbike user groups.<sup>11</sup>

Segways and rickshaws are promoted by fun-oriented campaigns from both purchase and rental sides – mainly for leisure activities as trip purpose. But the target groups are also the business customers, since it fits to the profile of a company for providing “after work activities”. So far, guided segway tours have more success than the private purchase concerning the number of participants. Currently, many cities offering fun sightseeing tours by segways like the german cities of Münster, Lübeck, Berlin or the Danish capital Copenhagen. Sometimes, as in the case of Copenhagen shows, age or weight limits (over 12 years; between 45 and 117 kg) are given for users, completed with recommendation due to safety reasons, like pregnant women should not use segways. Further user group segmentation has not been undertaken.<sup>12</sup> The Tuk Tuk Factory is selling its electric rickshaw with its uniqueness and its “exotic flavour” for private as well as for professional customers. A lot of space for cargo load, high reliability and low maintenance and operational costs with more mileage are offered. The fun-oriented feature and lower price component are predominantly concentrating on tourists and small mobile shops as well as event managers.<sup>13</sup>

The analysed examples show a very differentiated picture of advertising the electric supply and offers. Until today there is no final assessment about the user segments of each mode.

<sup>10</sup> The selection of target groups (commuters and the elderly people) corresponds to the study of Urbanczyk, Fenton, Dufour 2011. In fact, amongst senior citizens, the campaigns targeted to address the women.

<sup>11</sup> [www.innoscooter.de](http://www.innoscooter.de); [www.my-elli.com](http://www.my-elli.com) or [www.brammo.com](http://www.brammo.com)

<sup>12</sup> [www.tourscph.com](http://www.tourscph.com)

<sup>13</sup> [www.tuktukfactory.com](http://www.tuktukfactory.com)



## 5 The Municipalities' Scope of Action to Address Target Groups

Based on the theoretical influencing parameters and the various types of campaigning this chapter deals with the municipalities' scope of action. Cities can have an active influence on local circumstances aimed at supporting electro mobility. Besides the automotive manufacturers, mobility providers or vehicle dealers, municipalities – like in the ELMOS project – can set promotion and campaigns for electric vehicles. But before starting campaigns, the question is coming up, what electric modes fit into the local traffic and environmental policy, and which potential target group has to be addressed. Municipalities should focus their promotion and campaigns on the advantages that electric vehicles have for the special target groups. Compatibility with the personal values and needs depending on the personal framework, and national conditions have to be demonstrated (Peters, Popp et al. 2011). Figure 3 is summarizing the different fields of action.

27

The guaranteed political support is inevitable for initiating and realizing measures and campaigns (Institute for Transport Studies 2010). Therefore it is crucial to convince politicians, especially the mayor and his head officials. If the municipality is integrating electric vehicles into its existing fleet, or if people see the mayor riding a pedelec, these activities may improve the image and has an exemplary effect. The replacement of the traditional car fleet with electric cars and bikes increases visibility like the strategically developed public charging infrastructure does.

Municipalities may slowly change the individual mobility behaviour into a more environmental friendly attitude by increasing awareness of handling environmental resources responsible and sustainable. Towns and cities can increase information flow about electric mobility and its advantages. Flyer, poster and reports in different kinds of media, information at tourist information points or mobility stations may spread knowledge. New residents might get a collection of information about all activities concerning the sustainability of the city. Some municipalities establish mobility management to inform people about different kinds of mobility options. Cities can offer information and contact persons via events in hotels, research institutes and shopping center. Performing workshops and roundtables involving e-mobility experts and citizens may be a starting point of establishing e-mobility networks like e.g. in the city of Wuppertal, in the Ruhr region.<sup>14</sup> The spread of information has to be completed with the provision of free test rides for a certain time period by municipalities, automakers or service providers. Any events focusing sustainability, lifestyle, technology etc. are opportunities to show the potential of e-mobility.

Cities might offer electric mobility options and infrastructure, for example public charging infrastructure for bikes or cars. Secure bike lanes in terms of width, curvature and signs will help feeling comfortable while riding pedelecs. Besides the development of infrastructure, it includes the cleaning of lanes from dirt, leaves, snow and ice. Bike racks in terms of safety against theft and vandalism as well as a covered protection against rain and snow will make people feel

<sup>14</sup> [www.emobil.wuppertal-aktiv.de](http://www.emobil.wuppertal-aktiv.de), <http://ruhrmobil-e.de/>



better when using and locking their vehicle in public space. E.g. in the city of Münster demonstrates an adequate answer to theft problems in terms of establishing guarded bicycle garages.

Towns and cities might foster mobility providers promoting and offering electric offers. High local employers and great visitor magnets like museums, theaters and cinemas may support to spread information about their supplementing supply of charging or parking infrastructure. Public administration as a huge employer may help in finding partners for e-carpooling among employees. They might also provide information for companies about the win-win situation in e-carpooling because of saving parking space, enhancing health of the employees by riding a pedelec instead of a car and gaining a positive image as being aware of ecological matters. Engagement of media when realizing measures creates the possibility of cost-free marketing for the companies.

Municipalities can offer incentives for e-car drivers; they can release bus lanes or driving in nature-sensitive areas or pedestrian zones for electric commercial vehicles, offer cost free parking or even charging for electric vehicles. Financial incentives to individuals, mobility providers may be offered when purchasing an EV or integrating electric vehicles into their existing or planned fleet or building charging infrastructure. Participating in national research and funding programs, provision e-mobility and its necessary framework within planning rules may additionally support the local market penetration.

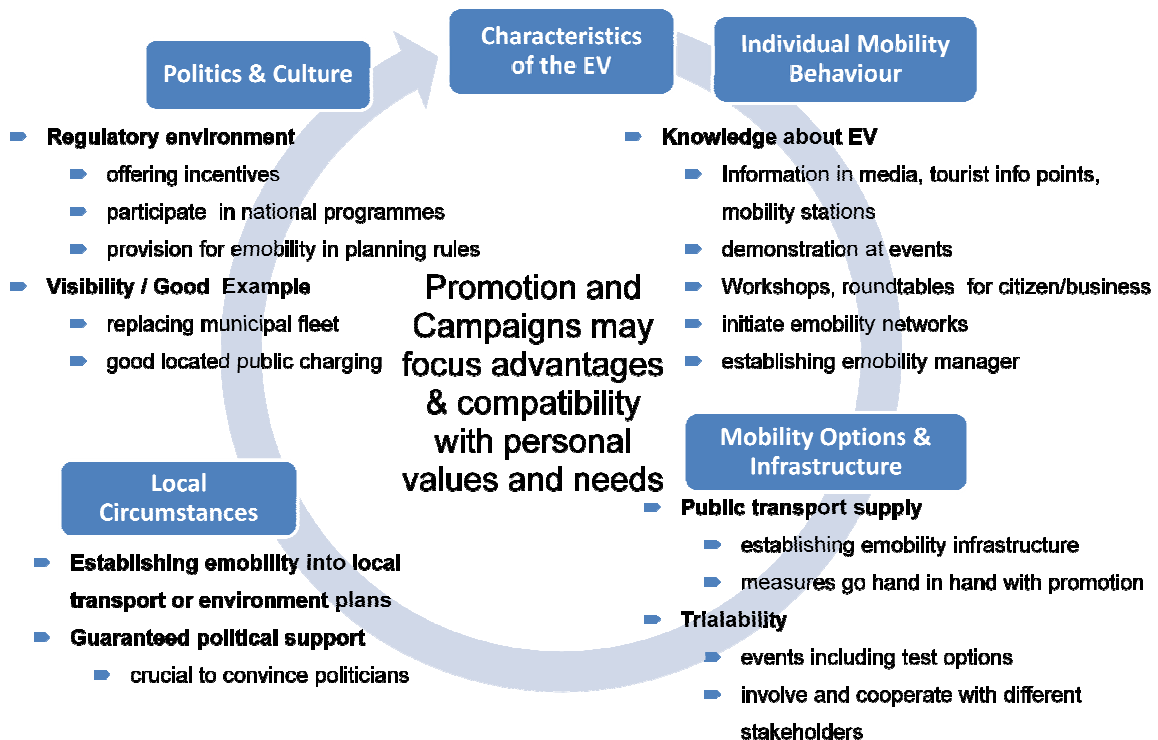


Figure 3: Municipals´ Scope of action to promote e-mobility (source: PTV Group)

## 6 Conclusions and Further Recommendations

The general aim of e-mobility campaigns and all the measures undertaken in the recent years is the early adoption of e-vehicles. A common feature was the promotion of usage on a daily basis of the offered mobility option. In terms of a rental service such as e-carsharing or pedelec rental, the daily usage means to achieve an acceptable utilization of the rented vehicles per day. On the other hand, as the outcome of the purchase, the vehicle has to be employed for daily activities.

29

In each case, the clear selection of potential target groups has to be stated, since each user group has individual preferences, and they can be engaged through the emphasis of these priorities. Besides the technical features of the promoted e-vehicle, all social, environmental and health benefits have to be emphasized in order to engage potential users. Especially in following years the early adopters of electric mobility will take a conscious decision. This is because the purchase of an EV still holds more risks than at later times. Probably in later times a bigger variety of models will be offered, technological maturity will increase, lower prices of EVs are expected and public charging infrastructure will be more widespread.

All planned measures contribute to overcome barriers. The promotion of the campaign has to take place in a way that the interests of the targeted user group are met. The three superior target groups – citizens, businesses and institutions as well as tourists and visitors – have to be addressed separately. Different channels will reach each various types of potential users within the three superior target groups. Once markets are defined, disseminating solutions concerning communication channels and various event formats have to be found. Face to face- and telephone contacts, advertisements or articles in newspaper, meeting on events might inform middle aged and elderly citizen as well as businesses and enterprises or further local professional stakeholders about different mobility options. While younger persons and families, currently addressed by promotion activities for e-cars and e-bikes may be directed via social media, events and homepages. Tourists and visitors should be informed by webpages, tourist information and hotels.

Beside the various media one can use for promoting e-mobility, different messages concerning reasons for using or enabling factors need to be focused. Commuters, businesses and institutions using cars can be addressed by saving operational costs and improving their image. While using bikes they may be persuade by improving the health and personal fitness. Low income groups might be interested in electric carsharing or carpooling, while more wealthy people may be convinced purchasing an electric car by its ecologic effects or its innovative and modern character.

However, the doubts also have to be clarified – the main argument against electric vehicles, that even though they produce zero emissions during their operation, taking the whole production chain into account, the disposal of batteries and is still crucial, and the electricity mix as a fuel still comes from fossil energy sources. This problem could only be solved through the development of new technologies concerning the recycling of the old batteries, or the exclusive



usage of renewable energy sources. It requires a long-term environmental strategy on the highest level, the role of municipalities may be the appropriate communication of all aspects.

Technical savvy be it private users or professional branches using EVs, like to know more about figures and facts about the engine and the battery. These persons can be impressed by the emotional driving feel or acceleration.

Complex campaigns leverage multiple mediums, use a sequence of messages over an extended timeframe, support positioning, define a brand experience, and handle the campaign fulfillment and selling. For a broad campaign, involving different stakeholders will spread information to a broad audience. Furthermore, co-operations with universities, museums, hotels, NGOs, organizations for disabled, associations for sustainable development or cyclist decreases costs for campaigning (Institute for transport studies 2010).

Generally, life change moments like the beginning of school, university, or a new job may be a good time to set promotion activities as well as for new residents or retired people changing their daily habits and their practiced mobility patterns (Ladbury 2013). It has been concluded that people have to be approached from the earliest stage to gain better acceptance.

The more specific the targeted campaigning will be, the more direct messages and advantages of e-mobility can be put to the prospect and raise response rates in the process.

## 7 Literature

### Bibliography

Budde, A.; Dagers, T.; Fuchs, A. et al. (2012): *Go Pedelec!*, published by the Go Pedelec Project Consortium Esslingen/Germany.

Bundesministerium für Verkehr, Bau und Stadtentwicklung – BMVBS (2008): *Mobilität in Deutschland 2008 – Ergebnisbericht*. BMVBS: Bonn, Berlin, Deutschland.

Central Meet Bike (n.y.): *Analysis of deficiencies, lack of knowledge for strategy documents in Poland*. Central Europe Programme. EU European Regional Development Fund. [Accessed 25.09.2013]

Central Meet Bike (2013): *News about bicycle transport in Germany*. Electronic magazine. Central Europe Programme. EU European Regional Development Fund. [Accessed 01.10.2013]

Dallinger, D.; Doll, C.; Gnann, T. et al. (2011): *Gesellschaftspolitische Fragestellungen der Elektromobilität*, published by Fraunhofer ISI Karlsruhe/Germany.

Deutsche Institut für Urbanistik (2011): *Pedelecs. Rad fahren mit Elektrounterstützung – Integration ins Verkehrssystem*. In: *Forschung Radverkehr International, Analysen A-2/2011*. Berlin/Germany.

Drage, T.; Pressl, R. (2011): *Active Access – Pedelec Test*. (In: *Andritz*), Forschungsgesellschaft Mobilität FGM-AMOR, Graz/Austria.

ELTIS (n.y.): *ElectroDrive Burgenland – electric vehicles in Austria*. ELTIS – the urban mobility portal. [Accessed 25.09.2013]

Gnann, T.; Plötz, P. et al. (2012): *Elektromobilität im Personenwirtschaftsverkehr: Eine Potenzialanalyse*. In: Working Paper Sustainability and Innovation, No. S7/2012, published by Fraunhofer ISI, Karlsruhe/Germany.

Hebes, P.; Trommer, S.; Kihm, A. (2011): *Elektromobilität: Analyse des Marktpotenzials in verschiedenen Raumtypen*. In: Publikation zur Jahrestagung des AK Verkehr der DGFG. Elektromobilität. Ein Baustein für eine umfassende Neugestaltung der Mobilität, published by National Aeronautic and Space Research Centre, p. 14-16, Tübingen/Germany.

Hoje-Taastруп Kommune (2013): *Mapping of Current E-Mobility activities, campaigns, information channels aimed at penetrating the market in the North Sea Region*. Compilation Report. e-mobility NSR. [Accessed 27.09.2013]

innoZ (2013): *Praxisforum Verkehrsforschung 2013. Elektromobilität im Umweltverbund: Mobilitätstypen als Instrument der Zielgruppenanalyse und Akzeptanz von e-Fahrzeug-basierten Mobilitätsdiensten*. Präsentation von Ergebnissen im Rahmen des Projekts Berlin elektromobil 2.0., Berlin/Germany.

Institut für sozial-ökologische Forschung (2012): *Attraktivität und Akzeptanz von Elektroautos. Ergebnisse aus dem Projekt OPTUM – Optimierung der Umweltentlastungspotenziale von Elektrofahrzeugen*, Frankfurt a. Main/Germany.





Institute for Transport Studies, University of Natural Resources and Applied Life Sciences (2010): *Promoting a new mobility culture in cities*. In: Policy advice notes 08, Publication within the framework of Civitas. Cleaner and better transport in cities, Vienna/Austria.

IREES GmbH, Fraunhofer ISI (2012): *Kaufpotenzial für Elektrofahrzeuge bei sogenannten „Early Adopters“*. Endbericht, Karlsruhe/Germany.

Ladbury, P. (2013): SEGMENT toolkit. Resources for creating segmented marketing campaigns for sustainable transport, London/UK. Available at [www.segmentproject.eu](http://www.segmentproject.eu)

National Platform for Electric Mobility (2010): *Interim Report of the National Platform for Electric Mobility*, Berlin/Germany.

Peters, A.; Dütschke, E. (2010): *Zur Nutzerakzeptanz von Elektromobilität. Analyse aus Expertensicht*, published by Fraunhofer ISI, Karlsruhe/Germany.

Peters, A.; Hoffmann, J. (2011): *Nutzerakzeptanz von Elektromobilität. Eine empirische Studie zu attraktiven Nutzungsvarianten, Fahrzeugkonzepten und Geschäftsmodellen aus Sicht potenzieller Nutzer*, published by Fraunhofer ISI, Karlsruhe/Germany.

Peters, A.; Popp, M.; Agosti, R.; Ryf, B. (2011): *Electric mobility – a survey of different consumer groups in Germany with regard to adoption*. In: ECEEE 2011 SUMMER STUDY Energy efficiency first: The foundation of a low-carbon society, published by Fraunhofer ISI, University of Zurich, Zurich/Switzerland.

Radl, A. (2012): *Experiences from „Wien Energie“’s pedelec test initiative*. In: Edegger, C.; Lewis, T.; Ditrich, J. et al., Best Practice with Pedelecs, p. 5f..

Roetynck, A. (2010): *PRESTO Cycling Policy Guide Electric Bicycles Intelligent Energy Europe*. PRESTO – Project of EU’s Intelligent Energy – Europe Programme. EACI, Brussels/Belgium.

Schubert, J. (2012): *Verkehrsverhalten in tschechischen, slowakischen und polnischen Städten – Ergebnisse aus den Haushaltsbefragungen des EU-Projektes „Central Meet Bike“*. In: 37. Verkehrsplanerisches und Verkehrsökologisches Kolloquium. Dresden/Germany.

Urbanczyk, R.; Fenton, B.; Dufour, D. (2011): *Promoting Cycling for Everyone as a Daily Transport Mode – Lessons learnt in five very different cities*. PRESTO – Project of EU’s Intelligent Energy – Europe Programme. EACI.

Van Hout, K. (2008): *Annex I. Literature search bicycle use and influencing factors in Europe*. BYPAD Bicycle Policy Audit, published by Universiteit Hasselt, Hasselt/Netherlands [Accessed 01.10.2013].

Wietschel, M.; Gnann, T.; Plötz, P. (2012): *Wirtschaftlichkeit von e-Fahrzeugen im Wirtschaftsverkehr – Projektergebnisse aus REM 2030*, Presentation at Conference of the Fraunhofer KIT in Dortmund, published by the Fraunhofer ISI.

Zsilinszky, R.; Kainer, A.; Sklenar, J.; Borscs, A. (2011): *E-mobility in Central and Eastern Europe – Maturity and potential of electric vehicle markets in CEE*. Published by Roland Berger Strategy Consultants, Praha/Czech Republic. [Accessed 24.09.2013]



## Webliography

Bundesverband eMobilität e.V. (2013): *ePendler starten durch – Berufspendler testen eine Arbeitswoche lang eAutos* (eCommuters are starting – Commuters are Testing e-cars for one week. Available at: <http://www.bem-ev.de/projekte/ependler/> [Accessed 25.09.2013]

City of Aachen (2011): *Pedelec Test Wochen für Betriebe* (Pedelec test Weeks for Companies). Available at: [http://www.aachen.de/DE/stadt\\_buerger/verkehr\\_strasse/verkehrskonzepte/elektromobilitaet/e-bike/pedelec\\_testwochen.html](http://www.aachen.de/DE/stadt_buerger/verkehr_strasse/verkehrskonzepte/elektromobilitaet/e-bike/pedelec_testwochen.html) [Accessed 25.09.2013]

European Platform on Mobility Management – EPOMM (2011): *TEMS – the EPOMM Modal Split Tool* Available at: <http://www.epomm.eu/tems/index.phtml> [Accessed 01.10.2013]

Lehnfeld, M. (2012): *Schweden in der Elektromobilität auf dem Vormarsch*. Available at: <http://www.gtai.de/GTAI/Navigation/DE/Trade/maerkte,did=589906.html> [Accessed 30.09.2013]

Scheiderer, E. (2013): *100.000 Euro für Aalener e-Car-Sharing-Projekt*. Schwäbische Zeitung. Available at: [http://www.schwaebische.de/region/ostalb/aalen/stadtnachrichten-aalen\\_artikel,-100-000-Euro-fuer-Aalener-e-Car-Sharing-Projekt-\\_arid,5431673.html](http://www.schwaebische.de/region/ostalb/aalen/stadtnachrichten-aalen_artikel,-100-000-Euro-fuer-Aalener-e-Car-Sharing-Projekt-_arid,5431673.html) [Accessed 25.09.2013]

Segway Point/citiseg (2013): *Segway-Tour Baden-Baden*. Available at: [www.city-seg.de/](http://www.city-seg.de/) [Accessed 25.09.2013]

Stadtwerke Düsseldorf AG (2011): *Klimaschutz im Straßenverkehr* (Climate Protection in Highway Traffic) – Projekt E-Mobil NRW. Available at: <http://www.emobil-nrw.de/> [Accessed 25.09.2013]

Volkswagen Inc. (2013): *Volkswagen e-mobility*. Available at: <http://emobility.volkswagen.de/de/de/private/Idee.html> [Accessed 25.09.2013]

