

BAQME

E-cargo bike sharing and subscription

LOCATION SELECTION FOR MOBILITY HUBS | MAY 2023



Cars are holding cities hostage

95%

of the time **cars** are not moving

50%

of **car** trips are less than 7.5km

Congestion



Air pollution



Parking space



Noise stress



“Cars are not solving urban mobility problems, but creating them. Our cities have outgrown them.”

- Urban planners across Europe

E-cargo bikes offer freedom, convenience and inclusivity



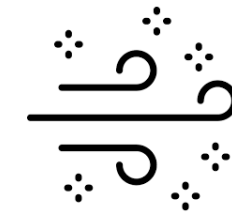
Door to door rides without a hassle

Drop off kids at the school door, park your bike inside the park or even right at the beach



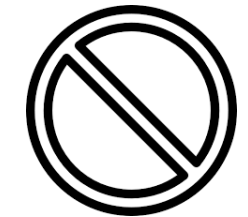
Active mobility

E-cargo bikes have an electric assist to reduce usage threshold, but still require active pedaling



Fresh air

Being in the fresh air as opposed to closed vehicles

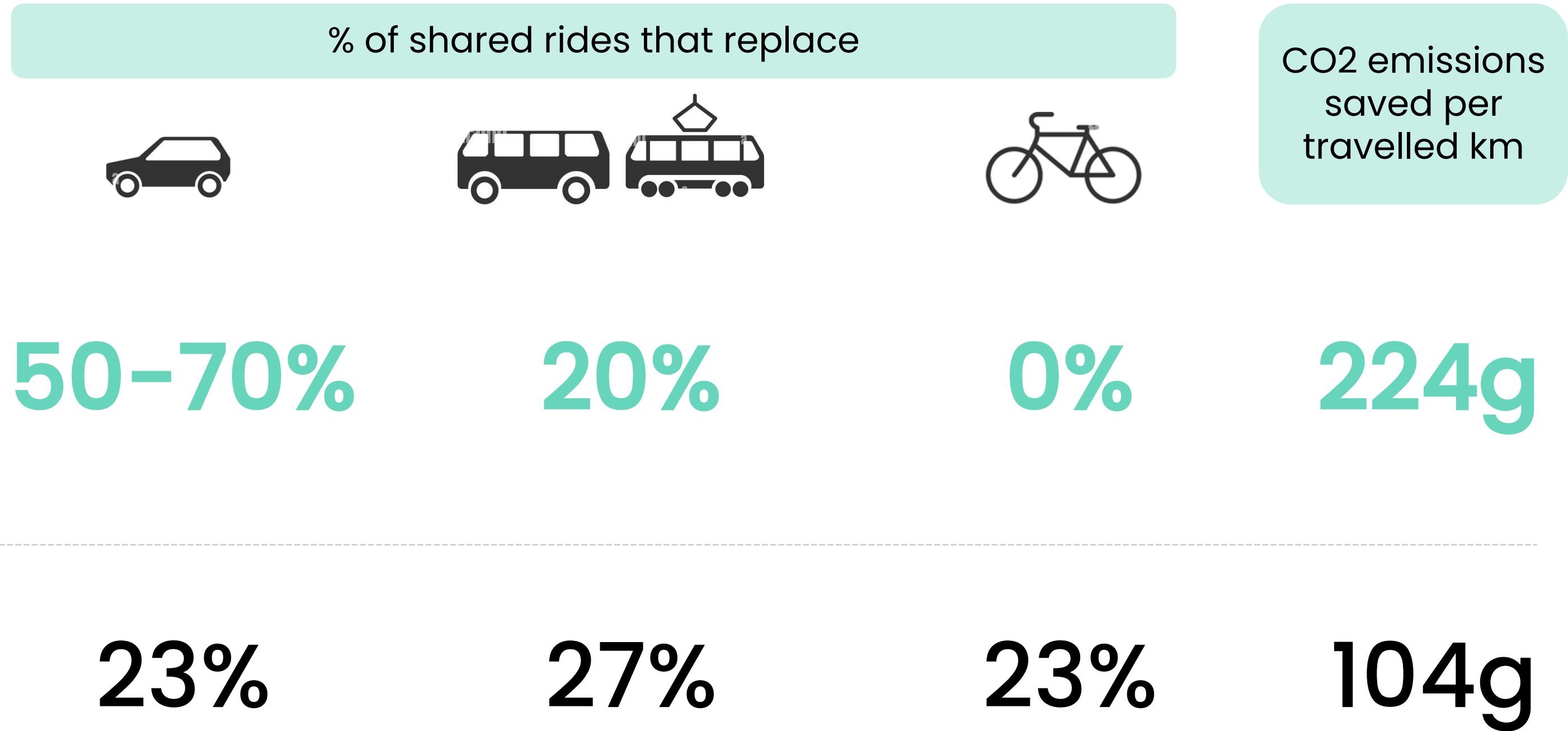


No parking problems

Never having to worry about finding a parking spot



Shared e-cargo bikes replace heavy vehicles



Key Factors for Location Selection

Population Density

Proximity to the User

Safety

Proximity to Public
Transportation

Area Personna's

Local regulations and
environmental impact

Key Learnings from Ghent

1. Define the goal and prioritize accordingly
2. User data knows best
3. The hub is not a standalone entity
4. Distance to the hub is not a fixed variable
5. Who are the users? What are their likely use cases?
6. Impact is different across hubs
7. Do not crowd the sidewalk
8. Physical attributes of the hub and vehicle should fit with the environment

