

**cyclelogistics**



**moving Europe forward**

With the platform “Intelligent Urbanization”, Messe München International embraces the global mega trend of Urbanization and is starting a new innovative concept for its customers. Through the online information portal [www.intelligent-urbanization.com](http://www.intelligent-urbanization.com) and the bundling of specific formats at existing tradeshow events, it is easy to get detailed information about the urbanization topic.

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Urban mobility is one of the main topics of ISPO BIKE. Due to changed mobility requirements in the urban space and technical advancements, especially with E-bikes and pedelecs, a fundamental shift in the recognition of the bicycle is happening. More and more people see the bicycle as the most efficient and attractive ways of moving forward especially for short or mid-range distances. Even transport companies are finding bicycles viable means of providing service – primarily for the “last mile”.

A survey by the University of Westminster (GB) shows that freight and parcel delivery in urban areas is not only faster, but also more efficient: trip length per parcel is reduced by 54% and CO2 emissions by even 62%. In addition electric transport reduces air pollution and disturbances from noise and traffic downtown.

In cooperation with “Cyclelogistics” – a EU supported project – ISPO Bike showcases pioneering products and services in the area of cargo bikes during the transport logistic tradeshow, on the stand A5.330. Participating companies include the ISPO BRANDNEW winners Urban Arrow, Bici Capace and gobaX as well as urban –e. On the other hand information about actual (pilot) projects of companies as DHL, IKEA and many other European examples can be obtained at the presentation of Cyclelogistics.

“25 % of all urban freight trips could be shifted from motorized vehicles towards bicycles and/or cargo bicycles, is the starting point of the EU co-financed program “Cyclelogistics”. By participating in the Trade Fair of IPSO Logistics, the European project Cyclelogistics wants to use the offered platform to encourage companies working in the logistics sector to include cargo bikes in their vehicle fleet as an essential tool for their last mile delivery in urban areas.”

*(Ton Daggars, Cyclelogistics)*

For more information on the benefits of cycle logistics, contact [ibc@transportvision.nl](mailto:ibc@transportvision.nl) or visit the website: [www.cyclelogistics.eu](http://www.cyclelogistics.eu)