



Pedelecs a new way of mobility in the everyday life of women

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ABSTRACT

The mobility patterns of women are different compared to men. They are more involved in care work [1,2,3]. In the last decades the number of women who have got a license and a car available is increasing. This means car-mobility among women will rise. The electric bike has the potential to be an attractive climate-friendly alternative for women in their everyday mobility.

In the project “Fem-el bike”, the existing opportunities taking into account possible threats, risks and barriers that could obstruct the best use of the electric bicycle were analyzed and recommendations were made how to promote the use of electric bikes among women.

Several empirical methods were used to explore various aspects of the topic. In a literature study, an overview of the current fleet of e-bikes was given as well as of general mobility needs of women [4]. Additionally focus group interviews with women and two representative Austrian wide surveys were carried out. Furthermore e-bikers have journalised their everyday experiences for three months. The results of all empirical work were presented and discussed to trade representatives in an expert workshop.

The experience indicated that women ride an e-bike because they are able to easily negotiate gradients, to transport children or their shopping, to cycle without sweating, to travel smart and inexpensive, to cover longer distances.

At the moment the e-bike is rather affordable for the more well-funded persons. The most benefit e-bikes will have in the rural areas e.g. as a “shuttle” to the public transportation or as transport mode for local supply. In the urban area women with an affinity for technology are more interested in e-bikes. The design of an e-bike plays thereby an important role. The e-bike definitely has the potential to be considered as a new status symbol for an environmental friendly mobility.

Keywords: e-bike, motives & needs, women, mobility patterns, traffic safety.

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