



Cycling
Industries
Europe



WHITE PAPER

UNLOCKING THE POTENTIAL
OF BIKE LEASING IN THE EU

Bike leasing: A key driver to accelerate EU's transition to clean mobility



Bike leasing presents a powerful opportunity to accelerate the EU's transition to zero-emission mobility, while boosting competitiveness, growth, and jobs. By providing a cost-effective, accessible, and sustainable alternative to private car ownership, bike leasing aligns with the EU's climate goals while fostering healthier, more efficient and inclusive urban mobility.

To fully realise the potential, we call on the European Commission to include bike leasing into upcoming legislative initiatives, such as the Clean Corporate Vehicles initiative, and to encourage all member states to adopt favourable legislation supporting company bike leasing schemes.

Transport accounts for a quarter of the EU's total greenhouse gas emissions and is a major contributor to air pollution. In urban areas, the impact of cycling on improving air quality and public spaces is pronounced. Research shows that replacing just one car trip per day with cycling can reduce an individual's annual carbon footprint by approximately 0.5 tonnes of CO₂, representing a substantial share of average per capita emissions from transport. Moreover, cyclists have been found to have 84% lower daily CO₂ emissions from all travel compared to non-cyclists¹. Hence, accelerating the uptake of (e-)bikes benefits the decarbonisation of the transport sector, pollution reduction, quality of life and citizens' health.

E-bikes are revolutionising urban mobility, enabling people of all ages and abilities to cycle longer commutes even in hilly and hotter cities or rural areas. E-bikes have become a serious alternative to car trips, but high upfront costs remain a barrier. Access to e-bikes and e-cargo bikes should be made affordable and available for all Europeans through company bike leasing schemes and well-designed social leasing programmes to enhance inclusivity and ease transport poverty. The Social Climate Fund should be mobilised to support long-term rental and leasing schemes, making clean, accessible mobility a reality for all Europeans.

¹ Brand, C., et al. (2021). *The climate change mitigation effects of daily active travel in cities*. *Global Environmental Change*, 67, 102224

Company bike leasing is a European success story in the making

The bike leasing model mirrors the well-established company car model, providing an effective framework for promoting cycling as a mainstream mode of transport.

The bike leasing model has seen exceptional growth in Germany and Belgium, generating economic growth and jobs within and beyond the value chain. It has also expanded consumer access to (e-)bikes, shifting commuter behaviour towards clean mobility.

In Germany, 750,000 new company bikes were leased out in 2024 alone, bringing the total number of leased bicycles on the streets to 2.1 million.

The German market has seen incredible annual growth rates of 23%, resulting in a turnover of €3.1 billion², paving the way to economic growth, new jobs, and shift to emission-free mobility. In Belgium, the net added value of the bike leasing market has grown from €7 million in 2015 to €102 million in 2023³.

Currently, 41% of employees in Germany have access to company bikes; in Belgium, the figure is just under 27%. If 20% of employees across

the EU were given similar access, the eligible market would expand to 49 million people—representing a potential market value of €12 billion⁴.

European companies are also increasingly equipping their own commercial fleets with cargo bikes for last-mile delivery services. According to a recent market study, commercial bike fleets generated €2.5 billion in revenue and employed 170,000 people in 2022 in the EU. Moreover, the growth of cycling tourism in Europe goes hand-in-hand with the availability of corporate bicycle fleets for rental by tourists.

By including (e-)bikes in the Clean Corporate Vehicles initiative, the EU would lay the groundwork for more Member States to follow the German and Belgian example to adopt company bike leasing schemes boosted by salary conversion and a low benefit-in-kind taxation. This would not only accelerate the transition to sustainable and healthy mobility but also reinforce the Clean Industrial Deal and ensure that the benefits of electromobility reach all Europeans.

Market Overview

The adoption of (e-)bikes has grown significantly across the EU in recent years, driven by the improvement of cycling infrastructure, environmental policies, increasing health awareness, and the rise of the sharing economy. While leasing has long been a successful model for company cars, it is now starting to be extended to (e-)bikes, offering both businesses and individuals a cost-effective and sustainable mobility solution.

Company bike leasing, supported by targeted fiscal measures (for individuals and companies), such as salary conversion, has a proven impact on the take up of cycling and e-bike sales in the countries where they are available. However, only a few EU member states have made these changes structural, with long term fiscal incentives built into their taxation structures. Germany and Belgium have proven that tax efficient leasing through company bikes plays a significant role in reshaping how employees integrate cycling into their daily lives, from commuting to recreation.

² <https://zukunft-fahrrad.org/der-deutsche-dienstradleasingmarkt>

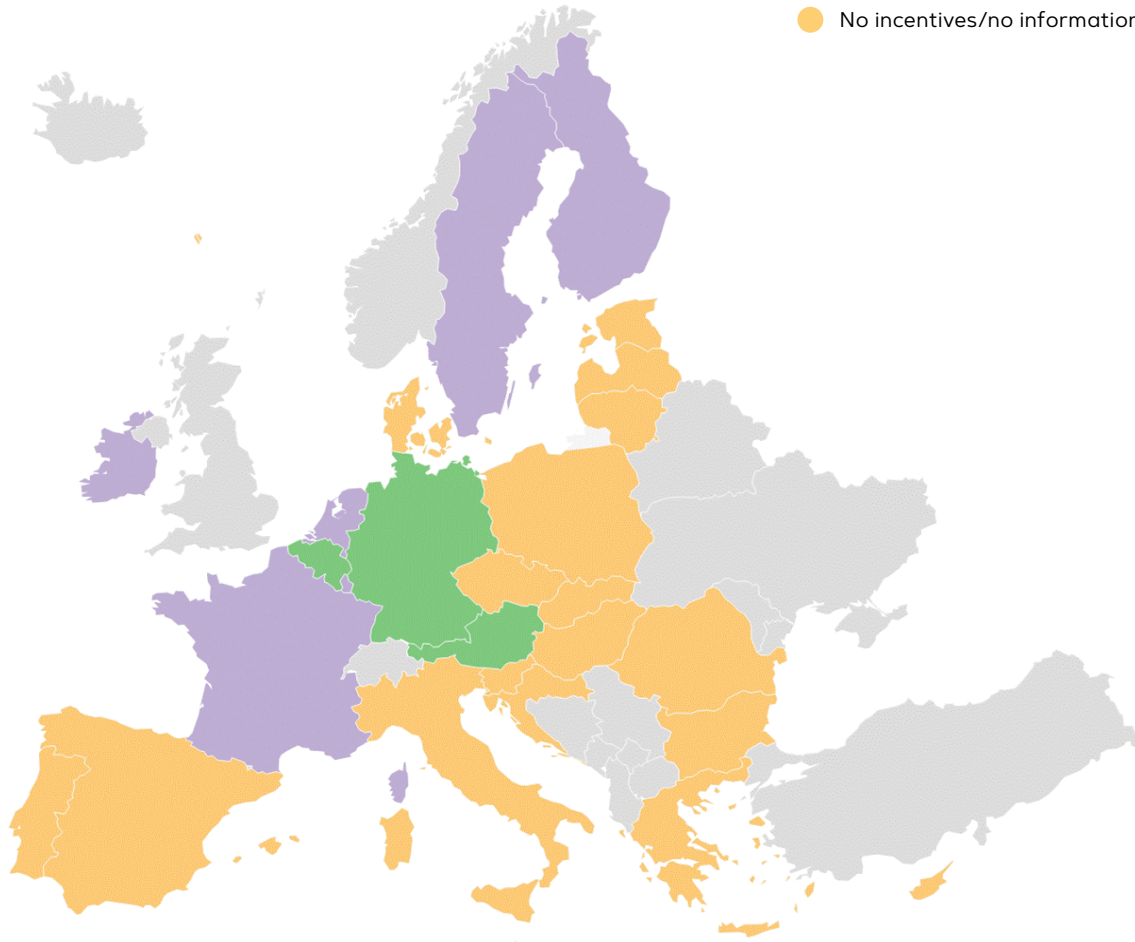
³ <https://www.tmlleuven.be/en/project/The-cycling-economy-in-Belgium>

⁴ Estimation by Decathlon

Current status of bike leasing in EU27

Fiscal incentives for bike leasing in the EU

- Highly effective incentives in place
- Some incentives in place
- No incentives/no information



While some other countries have a patchwork of periodic and unstable measures, many countries have never implemented any fiscal measures. Leasing is available as a financial option in some markets, but without financial and fiscal incentivization, it offers limited advantage to consumers or companies, which makes it challenging to build any investment case for providers in the sector. By comparison to the automotive sector this puts cycling at a significant competitive disadvantage.

To unlock the full potential of bike leasing across the EU-27, member states should be encouraged to adopt best practices from leading markets such as Germany and Belgium while tailoring policies to their national tax and

legal frameworks. Furthermore, integrating (e-)bike leasing into key EU initiatives—such as Clean Corporate Vehicles, Social Leasing, and the planned EU-wide purchase subsidy scheme for electric vehicles—would ensure cycling plays a central role in Europe’s shift to sustainable mobility.

A recent **study by ERM** for Transport & Environment found that EU Member States spend €42 billion each year subsidising fossil fuel company cars. Redirecting just a fraction of this amount would be enough to finance bike leasing incentive schemes – delivering clear benefits for companies, employees and society.

The benefits of bike leasing

- **Accelerates EU’s transition to clean mobility:** As a key driver for cycling growth, company bike leasing helps the EU’s transition to clean mobility, aligning with broader decarbonization strategies.
- **Boosts competitiveness and European industry:** Promotes a growing green economy and new jobs with expanding markets in bike manufacturing, maintenance, insurance, and leasing services.
- **Boosts workplace productivity:** Employees who cycle experience lower absenteeism and higher well-being.¹
- **Healthier Europeans:** Encourages active mobility, decreasing public healthcare costs by promoting healthier lifestyles and reducing pollution-related diseases.
- **Supports social equity:** Enables access to (e-)bikes for everyone.
- **Affordability:** The purchase price of an electric bike is a barrier for many households. Leasing enables access to high-quality bikes and e-bikes without the burden of upfront costs.
- **Advancing EU’s climate goals:** Supports the EU’s aim to achieve net-zero emissions by 2050, contributing to cleaner air and reduced carbon footprint.
- **Reduces car dependency:** Shifts urban transport away from fossil fuels, cutting congestion and pollution. 46% of company bike users say they have reduced the number of car journeys after getting a company bike.¹
- **Financial savings:** Saves individual and public expenditure associated with high-carbon transport modes, such as fuel, parking infrastructure, and congestion-related costs. Promotes a cost-effective shift towards sustainable mobility.

Our policy recommendations

Company bike leasing is a proven, inclusive, and scalable solution to accelerate Europe’s transition to zero-carbon mobility. With significant economic, environmental, health, and social benefits, it offers a win-win for citizens, businesses, and governments. By including bike leasing into EU policy frameworks and replicating successful models from leading countries, the EU can significantly cut emissions, enhance competitiveness, and make sustainable transport accessible to all Europeans.

To unlock the full potential of bike leasing across the EU, we call on the European Commission to:

1 **Expand the definition of zero-emission corporate fleets to include all zero-emission means of transport, including (e-)bikes.**

To ensure the initiative reflects Europe’s competitiveness and decarbonisation objectives, we urge the Commission to expand the definition of zero-emission corporate fleets to explicitly include all zero-emission means of transport, including (e-)bikes. The use of (e-)bikes (including cargo bikes) should fully count towards the decarbonization targets of a company’s corporate fleet.

¹ State of the Benefit Bikes in Finland 2024

2 Encourage Member States to enable company bike leasing and mobility budgets as part of sustainable corporate mobility schemes.

Aligned with the European Declaration on Cycling (C/2024/2377) objectives, bike leasing is one of the most effective tools to speed up the uptake on cycling and unlock its multiple climate, economic, health, and social benefits. To fully harness the potential of company bike leasing across the EU-27, the European Commission should encourage the member states to adopt best practices from the leading leasing markets while tailoring policies to their national tax and legal frameworks.

3 Ensure easy access to e-bikes and e-cargo bikes for all in the design of the social leasing programmes.

The design of the social leasing programmes must ensure easy access to e-bikes and e-cargo bikes to encourage broad participation from vulnerable households and businesses. The Commission should provide clear guidance to member states on including e-bikes and e-cargo bikes in the social leasing programmes.

Cycling Industries Europe’s Expert Group on Leasing gathers together frontrunning players of the bike leasing sector and stands ready to engage with policymakers and stakeholders to ensure the effective roll-out of leasing measures across the EU. We are available to help finding the right measures and incentives in the Member States with the leading experts in the expert group. To join the group or for more information, please contact Lauha Fried CIE Policy Director on L.Fried@cyclignindustries.com.

Cycling Industries Europe represents leading companies in the mobility eco-system from bicycle and parts manufacturers to bike sharing, leasing, cycle logistics, multimodal services, tourism and consultancy. We believe that the bicycle is a central part of clean mobility and active lifestyles. Our industry is an asset to rapidly deliver European decarbonisation, competitiveness and public health objectives.

Confederation of the European Bicycle Industry (CONEBI) represents the European Bicycle, Pedal Assist E-Bike, Parts & Accessories Industries in Europe; out of a total of more than 1000 companies in Europe, more than 700 companies – most of them SMEs – are represented via CONEBI’s national member organisations. CONEBI’s work involves providing input to the EU’s regulatory and policy consultation in matters related to the EU’s Internal Market, Industry, and Transport legislative agenda.



ANNEX 1

What does a successful bike leasing model look like?

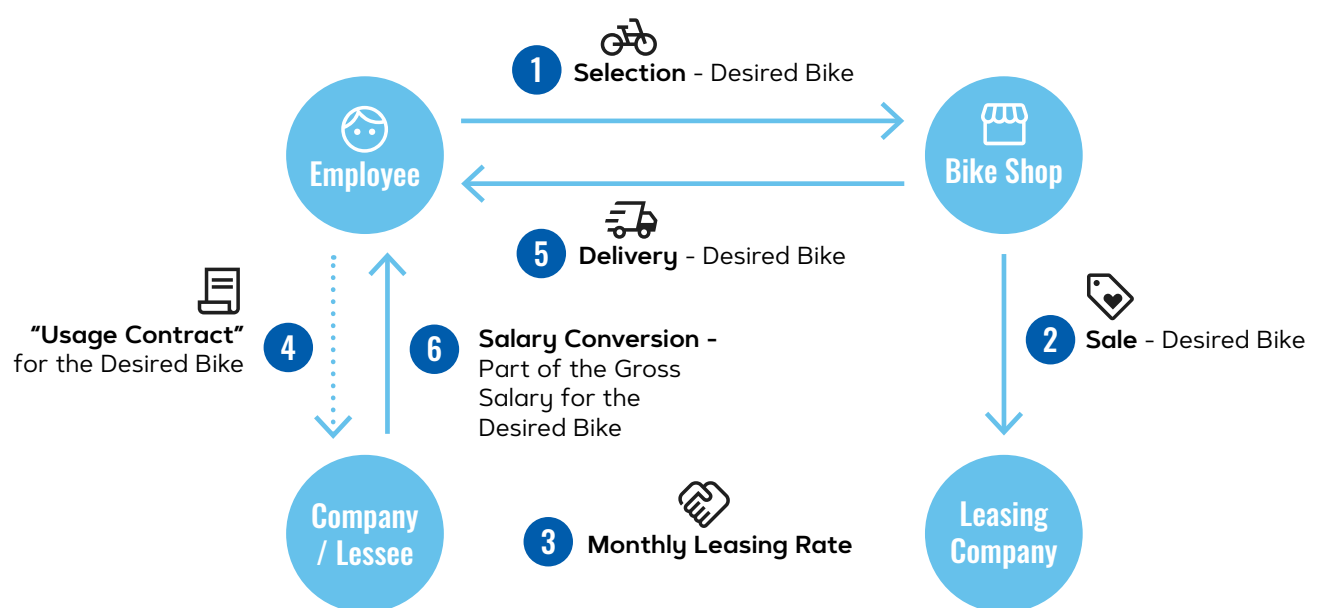
A well-designed bike leasing model creates a win-win for all parties involved by equitably distributing costs and responsibilities. These parties include national governments, employers, employees, and key actors across the value chain—such as bicycle retailers, insurers, and leasing banks.

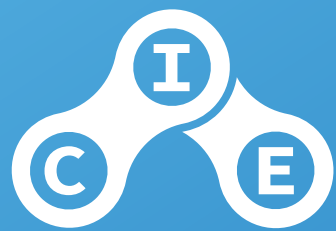
“Efforts and expenses” primarily refer to the total cost of the leased bike, including insurance and maintenance services. The German and Belgian salary conversion models stand out as Europe’s most effective frameworks for expanding access to high-quality bikes.

A key—yet often underestimated—advantage of the company bike leasing model is the involvement of employers. This approach allows employers to offset part of the cost, while also benefiting from reduced absenteeism, improved employee wellbeing, and lower environmental impact.

The bike leasing model mirrors the well-established company car model, providing a familiar framework where the company provides employees with high-quality bicycles as a taxable benefit. The concept is simple: the employer enters into a contract with a leasing provider, the employee selects a bike of their choice, and the company leases the bike on the employee’s behalf. The leasing cost is then deducted—fully or partially—from the employee’s gross salary.

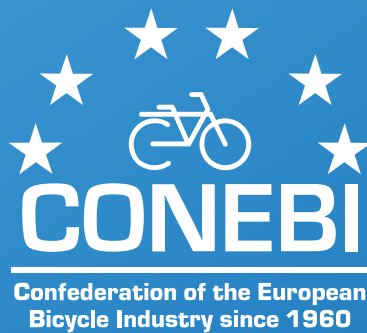
This salary conversion results in significant savings for the employee compared to purchasing a bike outright, primarily due to favorable tax treatment and the employer’s input tax deductions. Employers also benefit by reducing their social security contributions, making this model an attractive and cost-effective solution for both parties.





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