

**Cycling
Industries
Europe**

**THE VOICE FOR CYCLING
BUSINESS IN EUROPE**

Belgian presidency, Council of the European Union: Informal meeting of transport ministers, 3 April 2024, Egmont Palace, Brussels

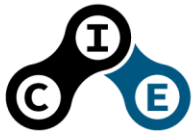
CIE President Tony Grimaldi: Economic impact keynote

Thank you for the invitation to deliver this keynote on the occasion of the signing of the European Declaration on Cycling. I speak to you today representing Cycling Industries Europe, and a cycling business ecosystem that provides over 1 million jobs in the EU today. CIE represents the companies and the technology providers that are powering a world-leading mobility transition in Europe, with our e-bikes, cargo bikes and the new business models we have developed such as bike sharing, bike leasing, last mile deliveries and digital services.

For you as transport ministers, we are your investment partners. Investing in cycling is not just a transport or climate opportunity, every new cyclist created is contributing to an economic success story in your countries. Many of you are already putting cycling high on the agenda and reaping these benefits. If all the actions linked to the European Declaration on Cycling were achieved, we forecast that this will create at least a million new jobs. Cycling is the only transport sector creating jobs on this scale, and the only sector where 90% of all jobs created are local jobs. Your long-term investment in cycling infrastructure and making bikes more accessible to your citizens is our opportunity to create new markets and new jobs in your country.

The second thing I must highlight is that our technologies, products and services are in the market now, and they can be scaled up faster than any sector currently available to you. Why does this matter? We know that Europe will need electrification of cars and trucks. We know that public transport needs to expand. But in this room, we all know that the timelines for these changes stretch to 2035 and beyond, even if we can upgrade our electricity grids and secure the raw materials needed, and this change will cost billions.

But the world cannot wait, and you must not wait – congestion, obesity, air pollution and carbon emissions are problems of today. Therefore, most precious commodities that we in the cycling industries are giving you now are time and money.



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Here are some key facts that can support your cycling investment decisions:

Over 90% of the cycling ecosystem is local jobs, in most cases supporting small and medium enterprises. You cannot export jobs in cycle tourism, cycle repair, bike sharing, cycling deliveries, these are all green jobs that will stay in your communities.

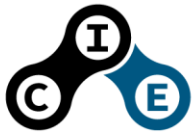
80% all e-bikes sold in Europe are assembled in Europe. Increasing the assembly, component manufacturing and repair of e-bikes can create 200,000 new jobs that can directly absorb engineering skills being lost by the electrification of the automotive sector. E-bikes are a game changer for urban mobility. E-bikes can make cycling more accessible to more people, people can do more trips that are further and with heavier loads and they can make cycling possible for all ages and abilities. E-bikes are increasingly replacing car trips in our congested cities. And ebikes use only 0.5% of the raw materials of an electric car battery.

That's why business stands alongside the EU institutions today in welcoming this Declaration on Cycling. We are here to invest in these commitments. But more than the EU institutions we need you, the Member States. You invest in cycling infrastructure; you support citizens to access bicycles and we will invest in economic growth across the whole of the EU.

In summary, I ask you to recognise these four points to make the European Declaration on Cycling a partnership between governments and industry at every level of the EU.

We may make and sell cycling and cycling services but ask anyone in our industry and we will tell you "infrastructure, infrastructure, infrastructure". With the continued improvement in infrastructure through all our countries we are creating the highest return on investment in mobility – not just environmental, social and health, it is on the bike lanes that our mobility economy is stimulated. Realistically we can double the number of safe cycling places in the EU by 2030.

Secondly, we call on you to support EU-wide accessibility, the ability for anyone to be able to use an affordable bike that is suitable for their needs. The green transition can feel unaffordable for some citizens, but you have the opportunity to support them through universal availability of bike sharing, bike leasing, reduced VAT on bike purchase and rental and in fiscal support for small businesses to buy commercial bikes.



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The EU Social Climate Fund will make €65 billion euros available to Member States to ease the green transition for citizens at risk of transport poverty. Talk to us now about our proven track record in making this happen and together we can unlock billions of Euros in new investments.

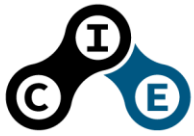
Thirdly, we will be matching your investments with business commitments to make sure bikes are made in Europe and to provide thriving local service businesses in every part of our ecosystem. This is recognised in EU industrial policy where cycling now stands alongside industries like automotive. You too have a vital role in supporting your local cycling ecosystem, stimulating innovators and entrepreneurs and providing expertise through clusters. Leave here demanding that your colleagues in your economic ministries are standing with the EU and putting the bicycle sector into your industrial mobility masterplan.

Finally. We have proven that we can bring investments into European cycling from all over the world, but to continue we must have regulatory certainty. The fact that E-bikes are recognised as bicycles is the key that gives us the fastest growing e-mobility market in the world, providing thousands of jobs in small and medium companies. Back us by ensuring that EU regulations and your road codes keep e-bikes free from type approval, licensing and mandatory insurance, so we can continue building on this revolution.

There is no reason to wait to grow cycling in Europe. This is the core message of the European Declaration on Cycling! Bring forward and accelerate your ambitions for cycling, make things happen now, we are ready to support you. It is a win-win – mobility transition, job creation, economic growth, promotion of local companies – all available now, all affordable now. Join us in this partnership today. Let's develop a world-class European cycling industry and give boost to European leadership!

About Tony Grimaldi

Tony Grimaldi is Chief Executive Officer of [Cycleurope AB](#) and President of Cycling Industries Europe. Cycleurope, is a wholly owned subsidiary of the family-owned Grimaldi Industries, based in Sweden and is a market leader in Nordic countries with brands such as Crescent, DBS, Kildemoes and Monark and owns several other iconic brands such as Bianchi.



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About Cycling Industries Europe

[Cycling Industries Europe](#) represents companies and technology providers within the cycling industry that are powering a world-leading mobility transition in Europe, from manufacturing components and full bikes, e-bikes and, cargo bikes and, crucially, developing and growing new business models such as bike sharing, bike leasing, last mile deliveries and digital services.