



**OUR EXPERIENCE:  
NEVER ENOUGH**

# the cargo vehicle for urban transport

o Advantages of a vehicle listed as bicycle:

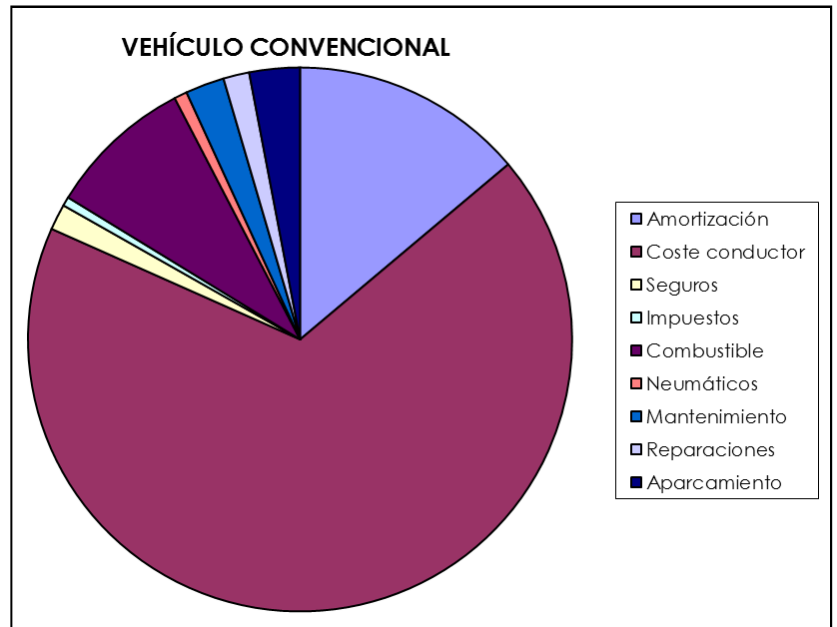
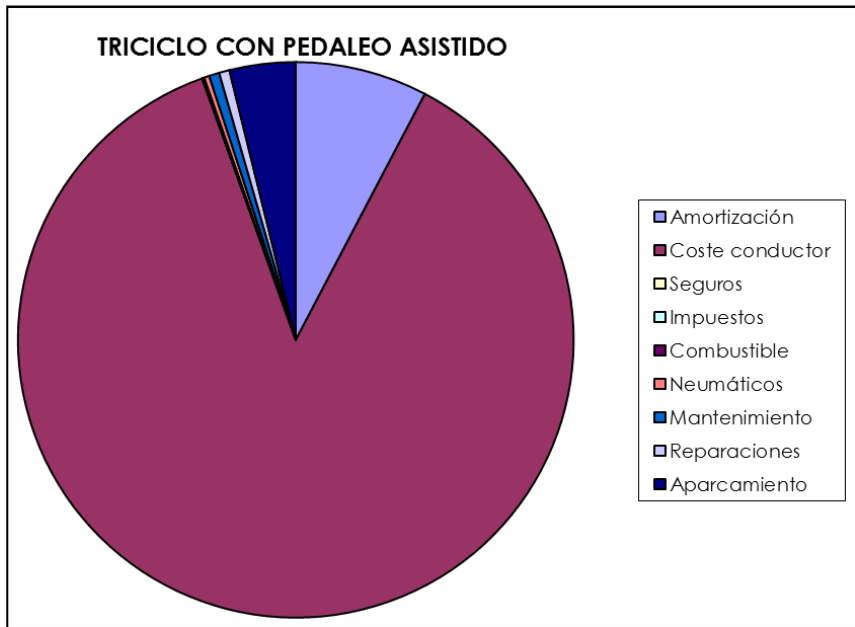
- regulatory aspects
- environment
- productivity
- asiatic mopeds



# the vehicle in urban transport business model

- Customer pays for delivery, not for dedicated resources, spent time or ridden kilometer.
- The vehicle cost hardly represents more than 15% in the cost structure
- The misoperation of the vehicle affects and distorts the income statement
- Vehicle availability is one of the main parameters to be taken into account when assessing the cost
  - ❑ The vehicle must be available 24/hours/day 365 days/year
  - ❑ A vehicle not available (punctured, damaged, wrecked ...) has 0€ value, and it costs the same

# the vehicle in urban transport business model



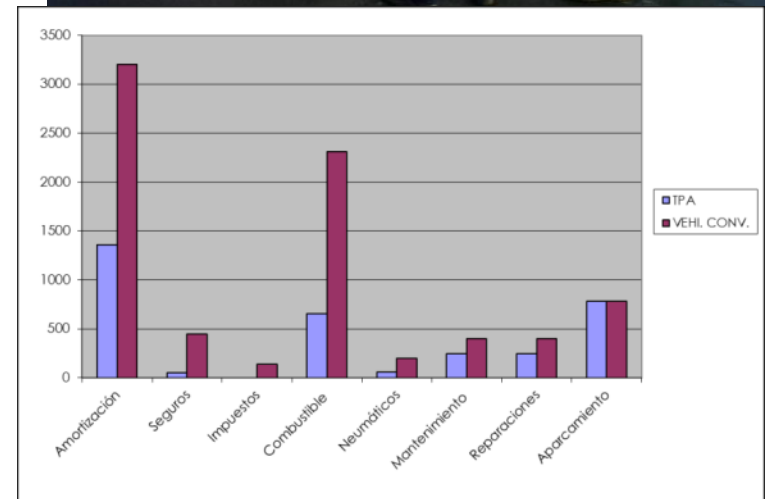
# vehicle designed from engineering

- Robustness to avoid breakdowns and maximize availability
- Quick replacement for wear parts: brakes, chains, change or brake tensioners...
- Modularity for quick replacement of damaged parts, or change the business mode
- Maximize usable space
- Working to get the minimum weight
- Driver ergonomics, driving position
- Being kind to the citizen/pedestrians

# the inertia of habit and car culture

The inevitable comparison:  
for that price I can buy a  
van

- Comparison with a van
- Tricycles boycotted by drivers
- Robustness beyond understandable standard in a consumer product: the professional use tricycle



# industrialization and industrial needs

- Supply of ongoing product and spare parts
- Vehicle and components, price and margins
- Launching a marketing network when there is no demand



# the hen or the egg

- Maintenance and service life
- A "bicycle" which runs 600km a week, carrying 250Kg
- Maintenance and repair professional services:
  - ❑ It does not fit in bike shops
  - ❑ It does not fit in traditional mechanical workshops
  - ❑ Where does it fit?"







**NEXT CHALLENGES**