

# Radlust

Information on Bicycle-Communication



**Radlust**  
[www.radlust.info](http://www.radlust.info)

A Campagne of the University of Trier,  
Departement for Spatial Planning and  
Development



## **Doubling Bicycle Traffic - a Campaign to Promote Cycling in Germany**

Developing a cycling culture. Retrieve the bicycle out of the shadows of automobile traffic. To give the most prevalent mode of transport in the world its place. In the media and in the cities. To prepare an advertisement campaign for "the joy of cycling". In order to utilize the great potential.

### **- Creating Concepts**

Advertising cycling does not play a role in Germany, unfortunately. This is due to the fact that the bicycle industry and trade as well as transport policies are not sufficiently involved. They leave this field to the automobile industry, despite the fact that the widespread bicycle ownership provides a huge potential for its daily use. This potential should be capitalized on through targeted efforts in communication and advertisement. Then habits can be changed, then the joy of cycling can lead you out of the daily frustrations and mobility gridlock of the car world, out of the explosion of costs, fuel consumption and the climate crisis.

### **- Changing Habits**

In Germany a broadly exercised and sustained cycling campaign is currently missing. This requires that transport policy makers and the cycling industry become actively involved. Many prejudices still limit a cycling renaissance, particularly in city transport. These have to be dispelled through fascinating texts, pictures and convincing arguments. And we have to prove how much fun, freedom, individuality, self-fulfillment, transport capacity and high quality of life cycling in the city and

the country offers us.

The bicycle is the most widely utilized means of transportation. It was the first mass-produced article in manufacturing history. It deserves a breathtaking renaissance as the ideal solution for city traffic.

### **- Shaping the Future**

The cycling campaign „joy of cycling“ aims to incite an ambition of innovating in transport policy and ending its lethargy.

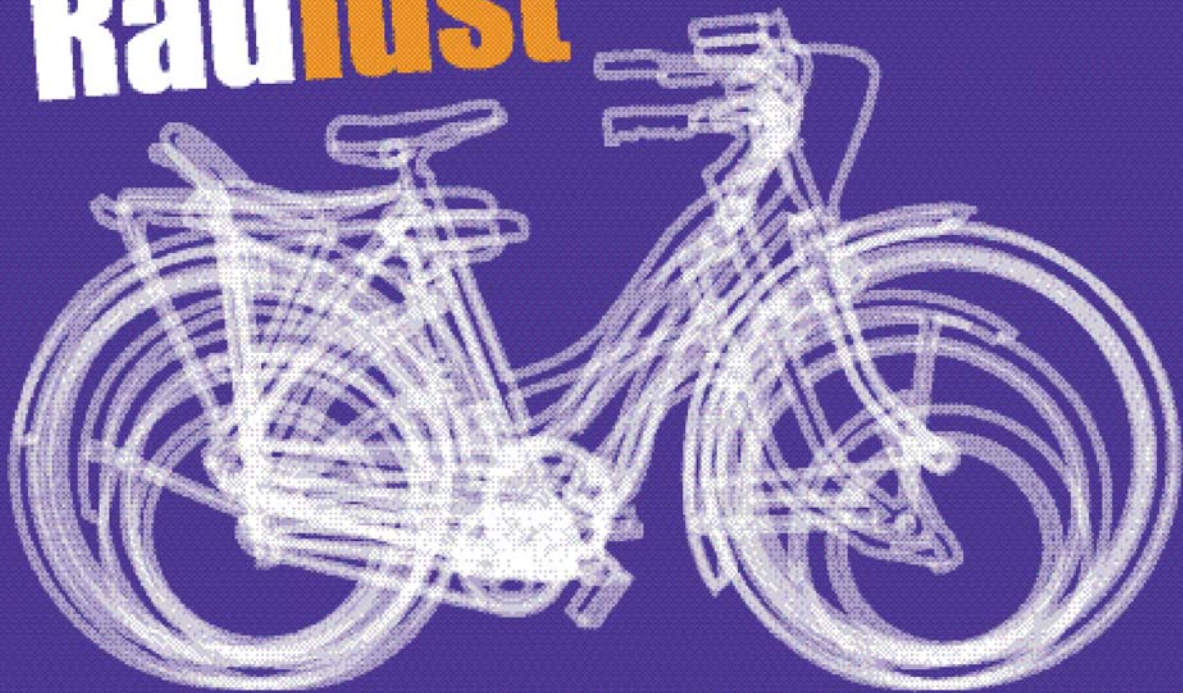
The creative potential of science, art, advertising as well as culture, industry and product design provide huge chances for excellence in cycling. New trends can be initiated through professional communication. We demand the development of advertising campaign ideas, promotions, competitions, film festivals, events and cultural contributions from policy makers and the bicycle industry. Young artists, engineers and promoters should develop inspiring ideas, images, films, technical innovations and purposeful slogans.

### **- Promoting Innovation, Developing Excellence**

A doubling of bicycle traffic can be achieved through a good cycling campaign, supported by the media, public support and creative dedication. The necessary emotions arise from fascinating images and texts, a new cycling culture grows and the joy of cycling emerges.

### **—Recognising Perspectives**

# **Radlust** Joy of Cycling



**Fahrradkommunikation.**



»There are over two billion bicycles worldwide – it is the most-used form of technical transportation in the world.«

»Racing bikes, mountain bikes, city bikes, cargo bikes, tandems, recumbent bikes, unicycles, ... - there are a variety of bicycle types.«



»The social effect of cycling – the bicycle helps even small children to be independent.«

»Get to know a city from the seat of a bike and you will experience the city passionately – biking through a city connects you to the city.«





»Out of the city and into the green! A refreshing bike ride is pure enjoyment for many.«



»Promenades, plazas and other architectural attractions – cycle through the city and enjoy the urban lifestyle.«

»The bicycle – a machine with zero emissions – cycling is by nature environmentally friendly!«



»To change a tire: 15 euros, to change a light: 10 euros, to fill up the tank: free! Prices that make you smile!«



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# All about Bikes

# »RADLUST: The Joy of Cycling Drives Us«



To increase the desire to cycle, to awake enthusiasm to improve cycling communication. Cycling as an experience, a sustainable design for the future, the promotion of innovations and ideas as well as the development of positive perspectives. "RADLUST", THE JOY OF CYCLING stands for a targeted campaign aiming to upgrade bicycle traffic in Germany, to double the number of bicycle trips.

The bicycle is the most-used mode of transport world-wide. However, in Germany a positive cycling culture is no more existing. Climate change, energy crisis and the explosion of mobility costs need new answers. One answer is given by the project "THE JOY OF CYCLING". It is the result of a one year-long research project of the

Department of Spatial and Regional Planning at the University of Trier. Conceived by 25 geography students as part of the research project "traffic public relations" this workshop is lead and supported by its founder Prof. Heiner Monheim. They developed ideas and a advertisement and communication campaign for the bike. Perspectives were discussed, systems compared, advertisement strategies analysed and developments retraced. Many photos were shot. Concepts were worked out and contacts made. Ideas and, above all, excitement were developed.

This picture book together with the associated JOY OF CYCLING exhibition is the outcome. The results of creative periods are combined with graphic and literary ele-



ments in a focused manner. We now hand over the developed ideas like a baton so that they can be used by interested parties and developed further. To initiate motivation and imitation.

That is our aim. We want to inspire imitation, we want to convince policy makers. We want to give the bicycle economy a wake-up call before they sleep the future away. They can achieve a lot more than they believe, if they finally tackle the issue, get on board, push-start projects, reallocate budgets, commission work and let themselves be inspired. Professionalism in advertisement is the key to success. Unfortunately, bicycle advertisement so far is a sad sight. One misses fascinating pictures. There is no mention of emotions, practical and inconspicuous concepts dominate. There are no catchy slogans. TV and cinema ads are searched for in vain. The cultural dimension is completely neglected. Dedicated bicycle Communication can initiate a new JOF OF CYCLING and a grassroots movement for an urban culture of mobility.

Millions of people could immediately switch over from the car to the bicycle. They only have to want to. Advertisement and communication offer us access to wishes and desires.

Our wish: a firework of ideas. A series of competitions.

Appealing prize money. So that film and design colleges, technology and economy departments, advertisement and communication agencies, movie and television producers discover the topic and contribute

their large creativity.

Germany will have a better environment and a more efficient mobility through THE JOY OF CYCLING. Inspired by the philosophy of passions we communicate or enthusiasm for cycling and awakes inspiration and the desire for city cycling, for marveling and perceiving. With the bicycle we discover the hidden idylls of our cities, and give way to our urge for mobility and freedom. We increase the appetite for new experiences. To double the number of bicycle traffic in Germany is a realistic aim. This will be possible through the JOY OF CYCLING- campaign. It means lending wings to the spirit of the times. Politicians and the bicycle economy should invest their power in a JOY OF CYCLING- campaign. Let yourself be inspired!

Your

A handwritten signature in yellow marker that reads "Radlust-Team". The text is written in a casual, slightly slanted style with a soft shadow effect behind the letters.

# »History and Culture of the Bicycle«

The history of the bicycle takes us back to the 16th century, a time where travelling was mainly carried out on foot or on horseback. The invention of the bicycle was one of the most significant innovations in early industrial history. Thus began its rapid globally triumphant advance.

## **The Carrying Wheel**

The first carrying wheel was developed in 1817 by Karl Friedrich Drais von Sauerbronn. He manufactured a rigid, 30 kg wooden construction, which was moved forwards through pushing the feet off the ground. However, for longer journeys the wooden wheel was still too heavy and too slow. Nowadays many kids whizz around on their modern carrying wheels all the faster.

## **The Treadle Wheel**

In 1861 the parisian cartwright Michaux introduced the first treadle wheel at an international exhibition in Paris. Just two years later his factory produced treadle wheels in large quantities. The metal frame with a spring-mounted saddle carrier, the breaks and the spoked wheels with rubber tires were an enormous progress. This bicycle helped people gain a whole new mobili-

ty. Further distances could be covered in a shorter amount of time. People became independent and flexible. However, there was also plenty of opposition to the new vehicle: in particular, women riding a bicycle was considered scandalous.

## **The Penny-Farthing**

From 1869 the bicycle presented itself in a new form. The penny-farthing emerged and its development was mainly furthered by the English sewing machine constructor James Starley. The enlargement of the front wheel with the foot pedal allowed you to achieve a higher speed of up to 40 kph (25 mph). Because this bicycle required some acrobatic prowess the penny-farthing enjoyed a great popularity amongst the bourgeoisie and the eccentric aristocracy.







## The “Niederrad”

From 1880 the so-called safety bike (known as a “Niederrad” in German, literally a “low bike”) followed. This is regarded as the direct precursor of the modern bicycle. A chain transmits muscle power on to the rear wheel: Dunlop invented the pneumatic tire, Sachs the freewheel, Siemens the dynamo and Diamant built robust frames.

## The bicycle Boom

With the industrialization at the beginning of the 20th century a bicycle boom set in. More and more firms produced bicycles at lower prices, through industrial manufacture bicycles were also affordable for the working classes. The bicycle became available to the masses and conquered increasing numbers of cities and villages throughout the world. It became a vehicle for the emancipation of women and the lower classes, members of the burgeoning labor movement are keen cyclists and discover nature as a respite from hard work. The success story of the bicycle in Germany

continues until the end of the 1950s. Germany is regarded as a cycling country. Renowned German car manufacturers also produced bicycles. At that time the proportion of bicycles as a mode of transport was three times higher than today, even ten times higher in the classically industrial areas (Ruhr area, Saarland).

## The Decline

The dynamic cycling culture subsided due to the increase in motorization and the preoccupation of politics with the automobile. The cycling industry suffered a sharp decline. Not until the an increased environmental awareness emerged in the 1970s did bicycle traffic gain new impulses, which resulted in the doubling of bicycle use. Since then the bicycle development has remained stagnant. Innovative cities such as Münster, Freiburg or Erlangen, however, have remained excellent cycling strongholds.

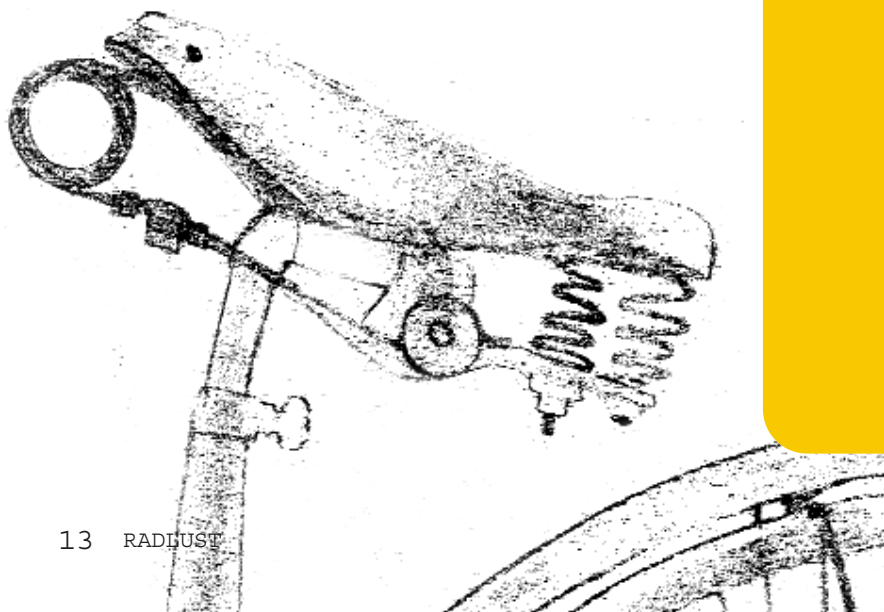
## Overwiev

1871: Carrying Wheel

1861: Treale Wheel

1869: Peeny-Farthing

1885: “Niederrad”



# »Cycling out of Enjoyment and the Joy of Discovery«

Interview with the Mayor Christian Ude



RADLUST talks to the mayor of Munich Christian Ude about the passion of cycling and the advantages of cycling-friendly cities.

**RADLUST:**

Mr. Ude, your wonderful book „City Cycling – A Little Philosophy of Passions” is an ode to city cycling. But what exactly is city cycling?

**Ude:**

I would say: roaming around on a bike. So, not assiduously pedalling to work or speeding along the surrounding region in an athletic manner, but browsing the city instead, in parks and green spaces, in residential areas, also in less familiar quarters.

**RADLUST:**

You need more than just a bicycle for city cycling. How do German cities help us in becoming city cyclists?

**Ude:**

City cyclists are reliant on the biggest possible parks where cycling is allowed, on the courses of rivers and streams that are accompanied by cycle-paths, on traffic-calmed quarters, where one doesn't feel at risk and not least on considerate drivers.

**RADLUST:**

Mr. Ude, does your own enthusiasm for cycling carry over to your circle of friends?

**Ude:**

Yes, of course. But I was able to win over the family in particular. I cycle to the beer garden with my wife, to more interesting playgrounds with my grandchildren.

**RADLUST:**

In your book you state that “cyclists simply see more”. What do city cyclists see that other traffic participants miss?

**Ude:**

We kann look up at every facade up to the roof and the sky, while car drivers only get to see the section through the windshield. Furthermore we smell more, from the scent of coffee to the smoked mackerel in a nearby beer garden. We feel the stream of air or the warmth that emanates from masonry in the evening.



**RADLUST:**

Can cycling contribute to improving our responsibility for our city?

**Ude:**

It can, but it doesn't have to. Unfortunately some cyclists become proper cycling-ram-bos who enjoy frightening pedestrians on the pavement. But of course cycling can also be a form of particularly cautious interaction with our own city. You don't leave behind a wall of noise, bang any doors, let a motor howl, contribute to the pollution through fine particulate matter nor to the emission of carbon dioxide, you take up less traffic space and are promoting your health.

**RADLUST:**

Mr. Ude, you're not only the mayor of Munich, but also president of the German Association of Cities and Towns. Therefore you know the municipal situation very well, also with respect to traffic. What do you regard as a bicycle-friendly city?

**Ude:**

It shouldn't have too many hills! How I appreciate the upper Bavarian gravel plain! And if it does have hills, you need especially broad cycle-paths, since you cycle uphill more easily in a serpentine line. And if it gets far too steep you should be able to take the bike on a bus. Then, there should be cycling routes and separate cycle paths and many streets with a speed limit of 30 kph (~19 mph). Bus stops and stations should have sufficient „Bike & Ride“-spaces or proper bicycle parking garages.

**RADLUST:**

Mr. Ude, the lack of support by policy makers for bicycle traffic is often criticized. Do you also see a shortcoming in political priority for this matter? And if so, what are the reasons, if too little is done for the promotion of cycling by politicians?

**Ude:**

There are still many politicians that only take the car seriously and consider cycling odd. Although it is imperative to increase the proportion of environmentally friendly modes of transport. The funds needed to manage bicycle traffic are extremely little compared to city roads and tunnel constructions.

**RADLUST:**


The Velo-City-Conferenz in Munich offers opportunities for representatives of industry, politics, planning and the media to obtain new ideas on the subject of bicycles. What do you hope for from the conference in Munich?

**Ude:**

It's not about marketing the newest highly technical innovations, quite the contrary. In my book I have illustrated the deterrent effect of the technical jargon of professional cyclists. No, it's about showing the importance of bicycle traffic for cities, in work and economic traffic, on the way to work, but also as a recreational tool for pure enjoyment.

**RADLUST:**

Mr. Ude, thank you for the interview.

A high-angle photograph of four people standing on a dark asphalt street with their bicycles. From left to right: a man in a yellow shirt with a backpack holding a globe, a man in a green shirt, a man in a striped shirt, and a woman in a green jacket. They are all smiling at the camera. The background is a dark, textured asphalt surface.

...that the bicycle is the most common mode of transport in Germany? Why is this so often forgotten?  
...that the bicycle is a zero-emission vehicle. So why is its use not promoted more?

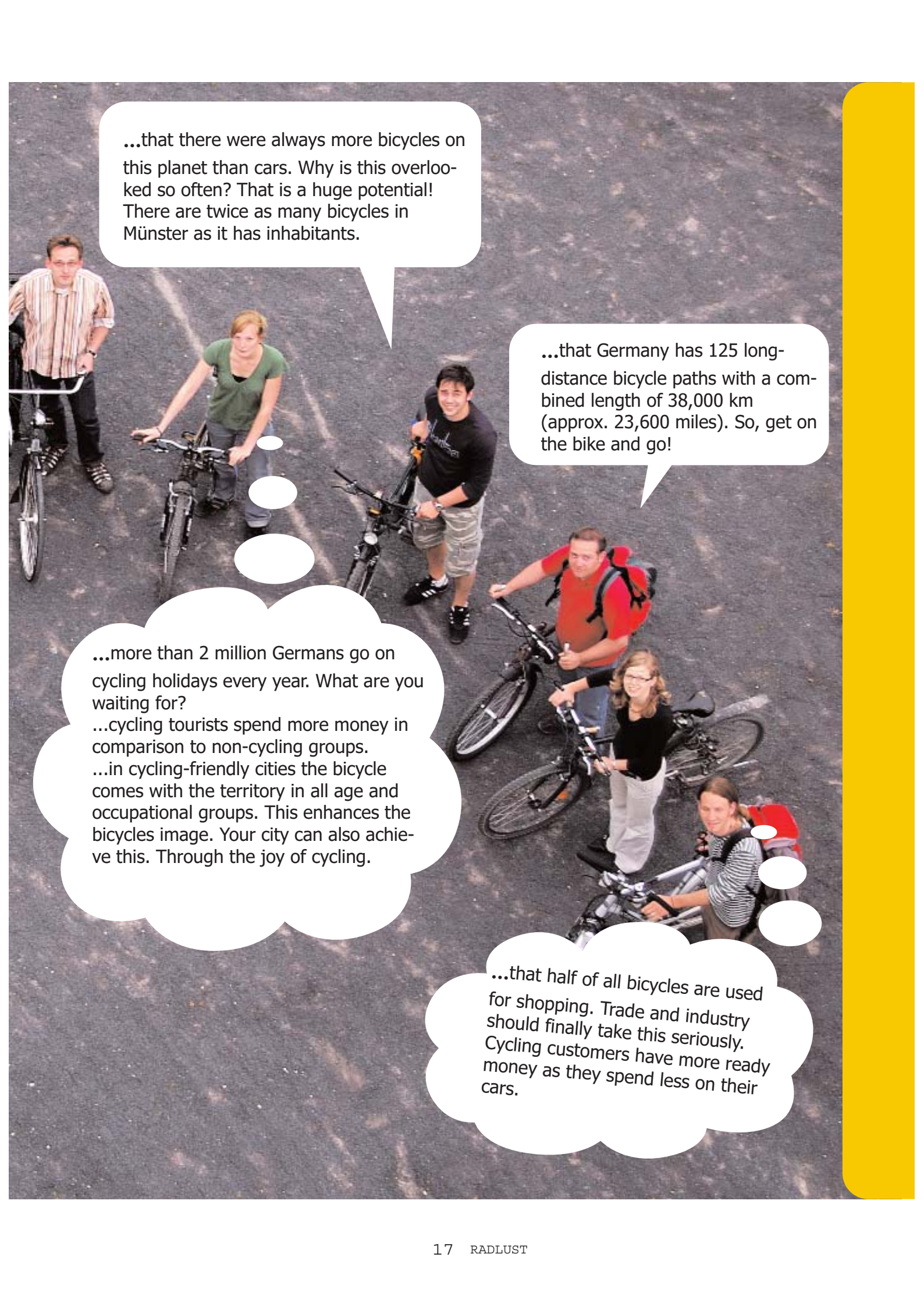
...that in terms of figures 100 households own 178 bicycles? Let's make the most out of that!

...80 % of German households own at least one bicycle. What a potential!

...so, Germany is a cycling country as soon as you put your bicycle in motion!

## Did you Know That...





...that there were always more bicycles on this planet than cars. Why is this overlooked so often? That is a huge potential! There are twice as many bicycles in Münster as it has inhabitants.

...that Germany has 125 long-distance bicycle paths with a combined length of 38,000 km (approx. 23,600 miles). So, get on the bike and go!

...more than 2 million Germans go on cycling holidays every year. What are you waiting for?

...cycling tourists spend more money in comparison to non-cycling groups.

...in cycling-friendly cities the bicycle comes with the territory in all age and occupational groups. This enhances the bicycles image. Your city can also achieve this. Through the joy of cycling.

...that half of all bicycles are used for shopping. Trade and industry should finally take this seriously. Cycling customers have more ready money as they spend less on their cars.





# Market of Innovations



# »Socialisation«

A photograph of two young girls standing next to a blue and yellow bicycle on a paved outdoor area. The girl in the foreground is wearing a pink bucket hat and a light-colored patterned vest over a white shirt. The girl behind her is wearing a pink bicycle helmet and an orange jacket. In the background, there is a building, a bicycle, and some outdoor furniture.

Lifelong Learning, Unquenched Curiosity,  
Fancying Something New, the Joy of Discovery

Integration, Sharing Common Interests,  
Friendship and Tolerance

Finding Your Identity, Self-Reflection, Social  
Criticism and Understanding One's Role

Dynamik, Idealismus und Aufbruch zug



## Social Integration: Cycling Connects People!

The cultural bicycle: The bicycle is establishing itself in society as a mediator between generations, social groups, between nationalities. Everybody wants to be part of it – part of a global cycling culture. Shared experiences on the bike.



Common Experiences on the bicycle connect people and create new friendships. The mutual drive for enjoyment and activity overcomes clichés and prejudices. The cycling community offers support and recognition. New values and norms develop. The shared awareness for choosing a zero-emission mode of transport becomes an integral part of people's way of thinking. City life changes. Less congestion, a broadened horizon, more direct communication, more activity and enjoyment of the city alter the street scene. Whether they are senior citizens, students or little children – young and old cycle together and are part of a new cycling culture.



## Self-Reflection: Cycling Generates an Identity!

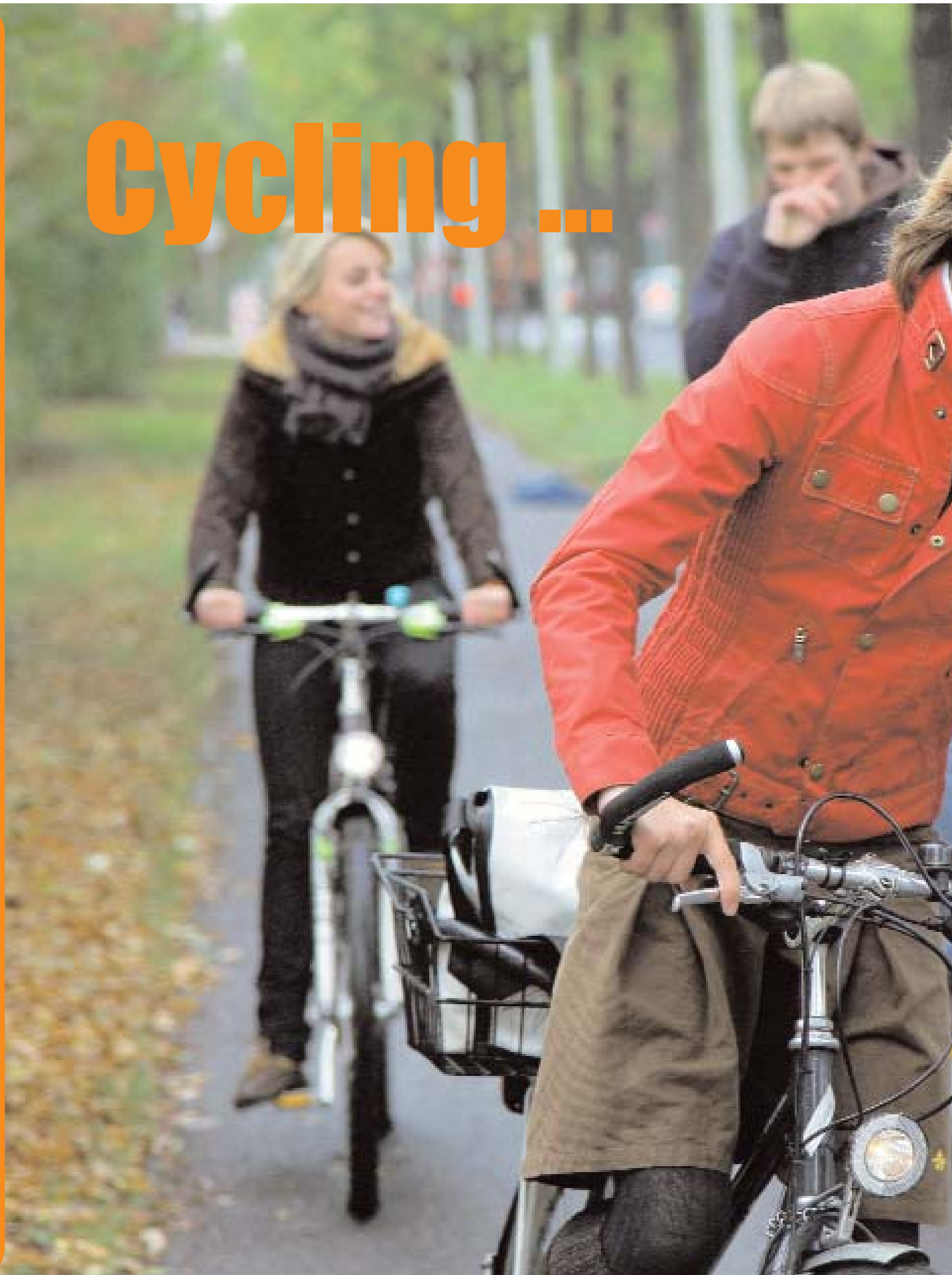
The 'Socialisation'-bicycle: The bicycle serves your definition of yourself, the purpose of your own role in society and your mobility. Already at a young age the bicycle is the first step towards self-sufficiency. Later on it provides us with independence from other modes of transport – individual freedom through cycling mobility. The person can show his or her caliber, can break away, can swim against the stream. Cycling is a unique opportunity for conscious reflection and constructive forming of our environment. It enables an active examination of own values and actions.




## "Get Up and Go": Cycling is (R)Evolution

The trend-bicycle: The bicycle is a tool for changing our 'congested' society. New ideas revolutionize community. Through their upbringing and education at home and school bicycle-'friendly' values are anchored within the minds of adolescents. Through information and the presence of appropriate role models a cycling culture becomes a matter of course.

# Cycling ...



- 
- ... sharpens the senses, inspires enthusiasm and a zest for life
  - ... creates individuality and independence
  - ... embodies life-long joy of discovery and desire to be active
  - ... means taking responsibility for our environment, climate and using resources sparingly, as a notion that is shared amongst all generations
  - ... is breaking-out of a routine that revolves around the car
  - ... is a revolution for a better way of life in the city



# »Generations«

Cycling is generation-spanning mobility – movability without an age limit, without exclusion criteria and without entrance examinations. The only prerequisite is a sense of balance. Whether you are young or old, part of a group or by yourself, whether short or long distances, fast-paced or at a unhurried, whether sporty or not, cycling offers each of us the chance to be autonomously active and mobile. The bicycle allows us to be mobile and independent.



## Meet Friends – Discover your Surroundings as a Cycling Adventure

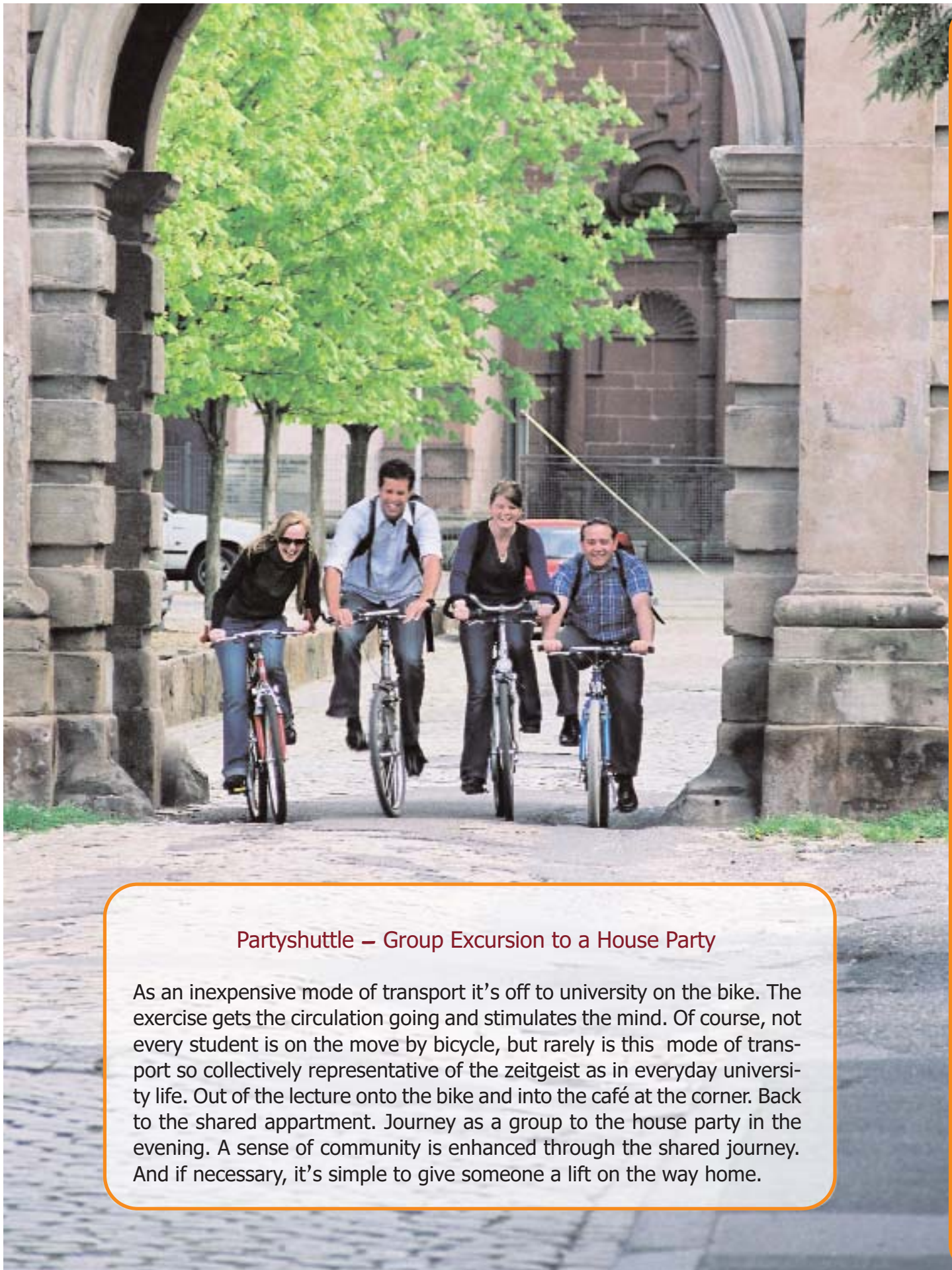
Lunch is wolfed down, you quickly slip into your shoes, grab your jacket, snatch up the keys and swing onto the bike. We all conquer the neighbourhood on the bicycle. Meet friends and cycle away, explore woods, go to lakes, to the football field, be in motion of our own accord. Become independent from parental chauffeurs and remain master of your own choices. Unimaginable: to be young and without a bicycle.

## Learn Movement – the Carrying Wheel as a Means to Discover Speed

Children are curious by nature. As soon as possible their main interest is devoted to exploring their surroundings. An intense urge to move, playful journeys of discovery, the adventure of speed, perception of mobility with all the senses. For many children the carrying wheel or tricycle is the first possibility of independent progress. It promotes independence, the sense of balance and allows them to satisfy their curiosity. The bicycle is perfect for their first steps towards freedom.







### Partyshuttle – Group Excursion to a House Party

As an inexpensive mode of transport it's off to university on the bike. The exercise gets the circulation going and stimulates the mind. Of course, not every student is on the move by bicycle, but rarely is this mode of transport so collectively representative of the zeitgeist as in everyday university life. Out of the lecture onto the bike and into the café at the corner. Back to the shared apartment. Journey as a group to the house party in the evening. A sense of community is enhanced through the shared journey. And if necessary, it's simple to give someone a lift on the way home.





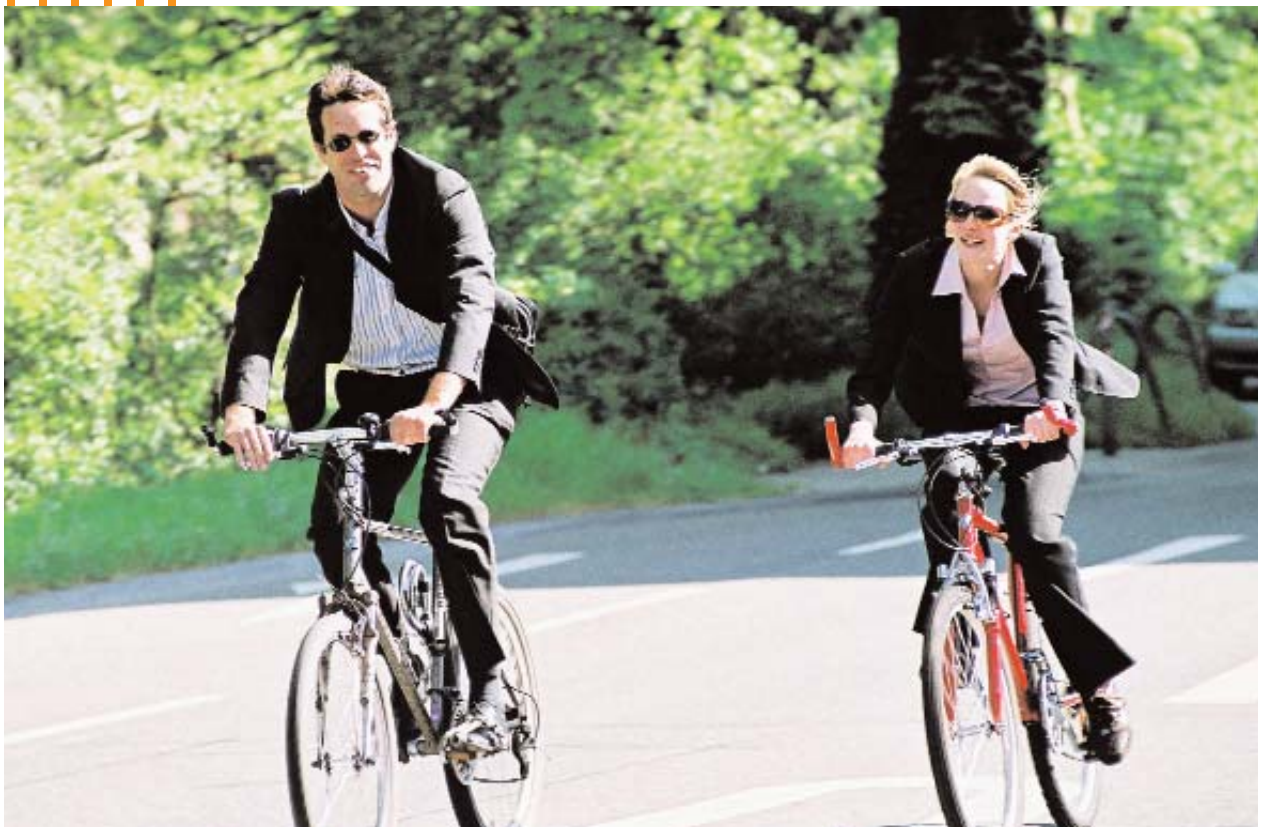


## Everyday Cycling – a Stress-Free and Flexible Way to Carry out the Daily Tasks

Shopping, a visit with coffee and cakes, a hairdresser appointment or on the way to a new dress. Without congestion at the traffic lights, the tedious search for a parking space, zero CO2-emission and with the bonus of activity and movement, every routine daily task can be accomplished on the bike. Gaining or saving time is one thing, convenience, flexibility and ease of approach are unbeatable advantages of city cycling. What a luxury to get on the bike right at the front door and comfortably cycle to your destination. If the traffic and transport policies of your city are adequate and there are sufficient bicycle parking spaces available, the bicycle cannot be beaten as a means to complete everyday tasks.

## Conversations on the Saddle – Get to Work Well Informed

Journeying to work on the bicycle is not just advantageous for your health and the environment. Everybody who cycles to work knows the morning's mutuality and enjoys the little moments of conversing whilst on the saddle. A meeting at the traffic lights, the same way to work, the informal exchange of information. The feeling that you know what goes on around you. Life doesn't just take place at your place of work, but also in many different areas and places in your city. The fresh scent from the bakery, the grocer who sets up his stand early in the morning, the groups of school children and on top of that the freshness of a new day – whoever cycles stays informed and always takes part directly in city life.



# »Diversity«

Cycling Towards Diversity ...



Freedom, independence, boundlessness – the diverse possibilities and ease of use of the bicycle open up a broad spectrum of perspectives and chances. You cannot measure all cyclists by the same yardstick. The cycling public sensitively reacts to the increasing choice of novel bicycles. The

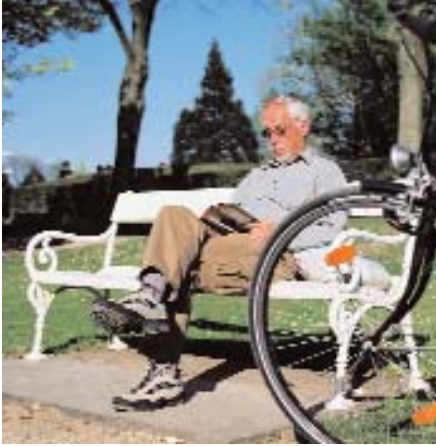
coordination with other modes of transport through the city and traffic planning creates an integrated traffic system where the bicycle has its fixed place.





## »Perceivable Diversity«

With a little power of observation you can spot a multitude of cyclist constellations. Who cycles when where and how? The daily diversity of cyclists plainly shows that this mode of transport is suitable for the masses.



Who – The bicycle is a generation-spanning mode of transport, it is the first step towards individual and personal freedom, driving force, a means to be mobile and free for youthfulness, comfortable transportation to work and a relaxing pleasure for senior citizens. The bicycle makes no difference between a single person and the family man, between self-employed and civil servants. As a means of finding your identity the bicycle is highly versatile. Nonetheless nearly everybody can afford it.

When – No ban on cycling because of increased levels of ozone, no cycling-free Sundays, the bicycle is ready for use. It is suitable for most types of weather, summer and winter, day and night. It is globally accepted. Because it progresses through your own force. The bicycle does not require a licence or schooling, you learn to ride a bike immediately. It is versatile and usable anytime.



Where – Freedom of choice and a free choice of way, the boundlessness of cycling turns us into modern discoverers. Particularly within the cities you can tap into a complete network of streets, cycle paths, walkways, park landscapes, river promenades and inner city areas. Shopping, strolling, promenading, ambling along, experiencing, marvelling or just to simply reach your destination. As an all-rounder the bicycle can be used in many different ways.

Wie für Jung und Alt, Anfänger und Profis, als Lastenesele oder Rennrad, für Asphaltfahrer und Naturanbeter; die Auswahl an Radtypen lässt keinen noch so ausgefallenen Wunsch unbeantwortet. Rennräder, Mountainbikes, City Cruiser, Laufräder, Dreiräder und einige mehr, als abwechslungsreiches Prestigeobjekt ist das Rad vielfältig nutzbar. Und wenn Sie die volle RADLUST suchen, dann haben Sie ein Zweit- und Drittrad, für Ihre differenzierten Mobilitätswünsche.



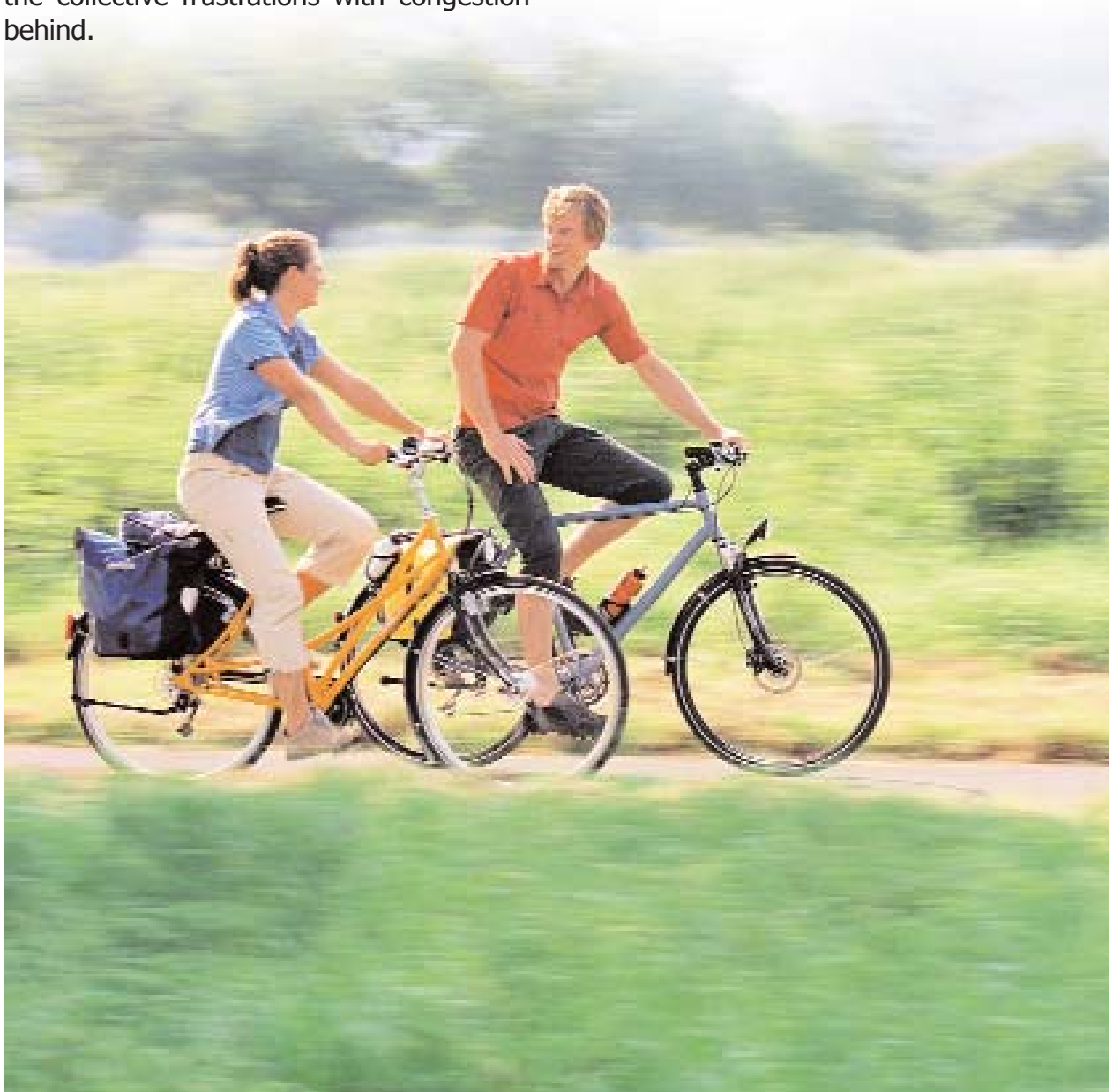


## »Sensed Diversity«

Variety makes us alive and refreshes our sensory perception. New impressions produce a new understanding, the diversity of impressions make them enduring. The diversity of sensory perceptions whilst cycling make this mode of transport unique.

The conscious experience of your surroundings, whether in the city or countryside, mornings or evenings, in the winter or summer, always means dealing with smell, taste, sound, images and feelings intensively. Your cycling experiences are memorable, unforgettable. They make your own individual experiences with mobility and leave the collective frustrations with congestion behind.

The diversity of everyday life can only be experience through dealing with your surroundings intensively. The confrontation with wind and whether, heat and cold, dryness and wetness, day and night, brightness and darkness, light and shadow, near and far – the ensure change and vitality.





## »Invigorating Diversity«

Associations with vitality embellish the diversity of cycling, expansion of personal freedom, a brightening freshness, daily adventures and the enthusiasm for your own driving force. It is a step and a piece of a new world. A departure, a break-out from your own four walls, a flow and a counter-flow – an invigorating element. This feeling of breaking out persists, always, anytime, everywhere and for everybody.

Experiencing a new sense of freedom and leisure, the conscious interaction with your own health and your surroundings, motivation, activity, enthusiasm, vitality and feeling alive.

– Cycling makes you active

Cycling frees you, the use of paths and routes without borders and boundaries, the daily freedom of choice, being relaxed in traffic, adventures in woods and country lanes, speed on asphalt, flexibility, spontaneity, going against the stream.

– Cycling makes you independent

Cycling does not have a limit on group size or age, it connects. From holiday tours, family outings and day trips to the shared way to work and school and to evening activities, with the bicycle you reach your destination together.

– Cycling brings you joy



# »Emotions«







### Experience Freedom, Live your Emotions, Enjoy a Change of Direction

Pick up speed to savour the stream of air on your skin, breathe in the scent of a freshly cut meadow, delight in the ambiance of a small alley. Gather intensive impressions. Pure hedonism, joy and zest for life. Taking the liberty of following your emotions. Indulging in independence and intuition. Striking new paths. Mobility linked with intuition and joy. Experience the city through your own movements. Simply city cycling. Flexible, spontaneous. You determine speed and direction. Stop and marvel. Stand and stare. Increase the speed and feel the movement. Just let the bicycle roll along slowly and study details. City cycling allows you to enjoy beautiful moments. City Cycling = City Experience



### See, Hear, Taste, Feel, Smell – A Feast for the Senses

It is an exciting experience to consciously sense the diversity of the urban environment. We rarely indulge in the full impact of our sensory perception. The pressures of everyday life and the hustle and bustle of automobile/car traffic rob us of these moments of pause. City cycling enables us to be mobile and free to consciously interact with our environment. On the bike we are in motion and still always sensually absorbing. Mount the bike and cycle away. Proceed by your own strength, master an upwards climb. Feel a cobbled pavement and your own body. Let your gaze wander. Smell the bakery (and the kebab stall). Taste the rain on your lips. Pause and take a deep breath. Increase the speed. Refresh yourself in the airstream. Look back and keep moving. Change direction just as the fancy takes you. Keep your head clear to sense the city atmosphere. Experience a feast for the senses from your bicycle saddle. Simply: the joy of cycling.

## Urban Passion – Confrontation through Diversity

Journeys of discovery spark an emotional experience, a thrilling surge of elation, the circulation prepares itself for the movement/exercise, activity allows us to identify with the moment and our surroundings. City cycling confronts us with sensations, with passion, with spontaneity, tranquility and inspiration.



### How does your city feels like?

The joy of cycling increases our well-being, we identify with our city by feeling close to it, hearing, tasting, seeing, smelling and touching the environment, by experiencing it with all our senses. The sun tickles us while we are at the market, the shade of a narrow alley cools us, the birds encourage us to head for the park and the river, cobbles in the city centre catch our attention, interesting side streets invite us to turn off and idyllic meadows offer us opportunities to rest – privileges that the bicycle affords us.



### How well do you know your city?

Striking buildings, large plazas, broad streets, churches and promenades – beacons of the cityscape. The city is most accessible on a bicycle. It offers so many diverse ways. Small paths, narrow alleys, pretty avenues, shadowy lanes, and quiet hidden lanes. Try out new routes and connections. Search for hidden city paradises. New images, unknown quarters, fresh experiences – the whole city is elusive to swift, hurried discoveries. The independence of city cycling opens up unknown worlds in your immediate surroundings. Joy through the fun of discovering unfamiliar territories/worlds. The bicycle transforms us into urban adventurers.



## Feel, Sense, Experience, Understand, Enjoy – Cycling Invigorates!

Experience, know and understand your city. Through cycling. It enables the most intensive sensing of your immediate surroundings. Undistorted through an interfering car body. Without the pressure of having to concentrate on piloting, as is the case with driving a car. Holding your head high. Open for communication. On your bike you sense a special experience, an intensive enjoyment of the city.

In a car you are closed off and excluded through the bodywork and radio, engine noise, and the concentration that steering requires. You are bound to predetermined routes and rules. The flow of traffic restricts you. You are inflexible. The city experience is severely diminished. City cycling frees our sensory perception, furthers the city experience, lends wings to emotions and passion and enables a totally individual approach to urban life.

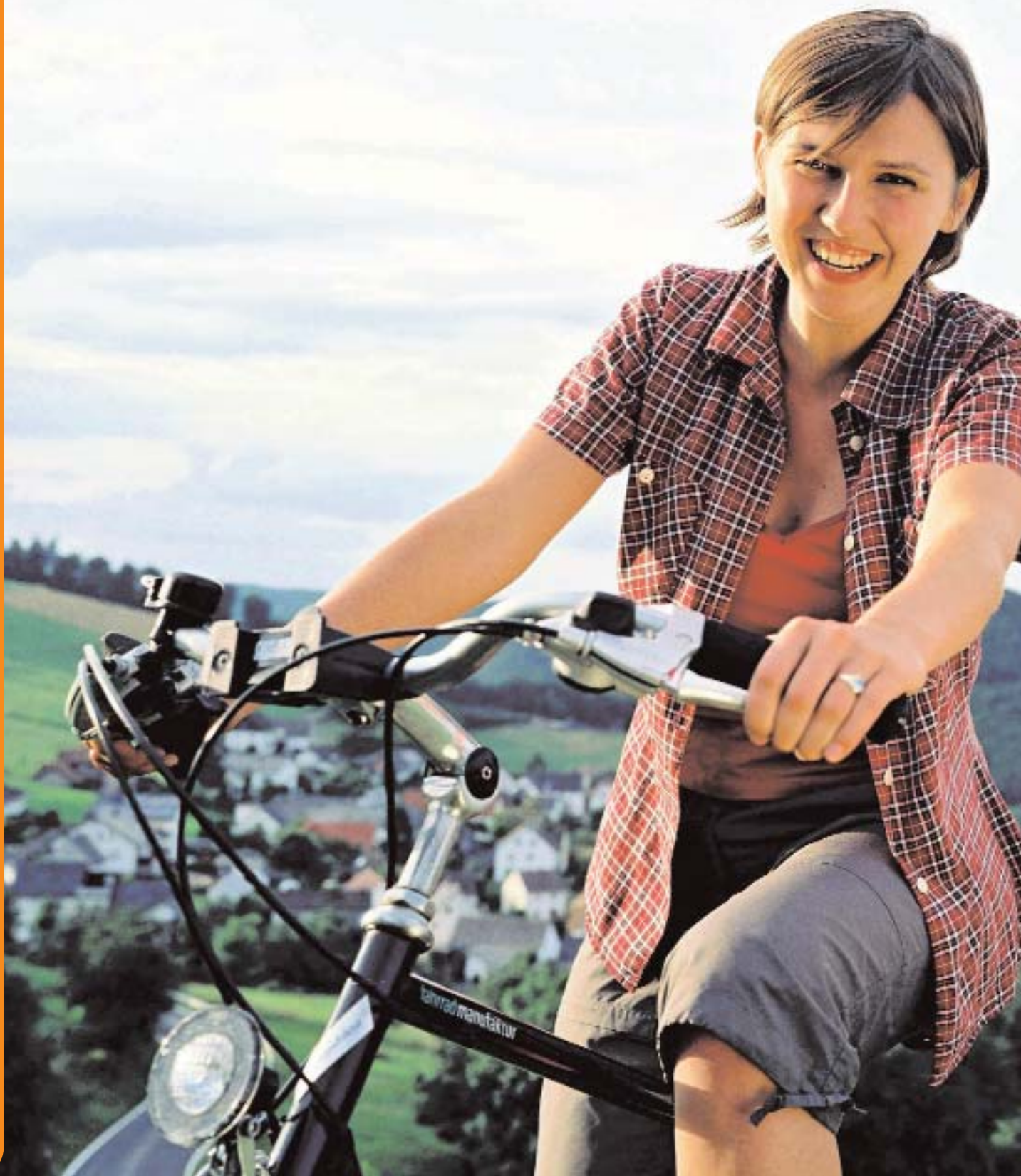


## Zest for life and Community Spirit

Share experiences whilst cycling. Interpersonal communication on the bicycle. Small escapes and big victories. Flexibility through moving forward rapidly, passion and feeling, perception and bonding, excitement and intensity – city cycling

promotes the identification with your surroundings and relaxation, experience and movement. City cycling is pure zest for life.

# »FreeTime«



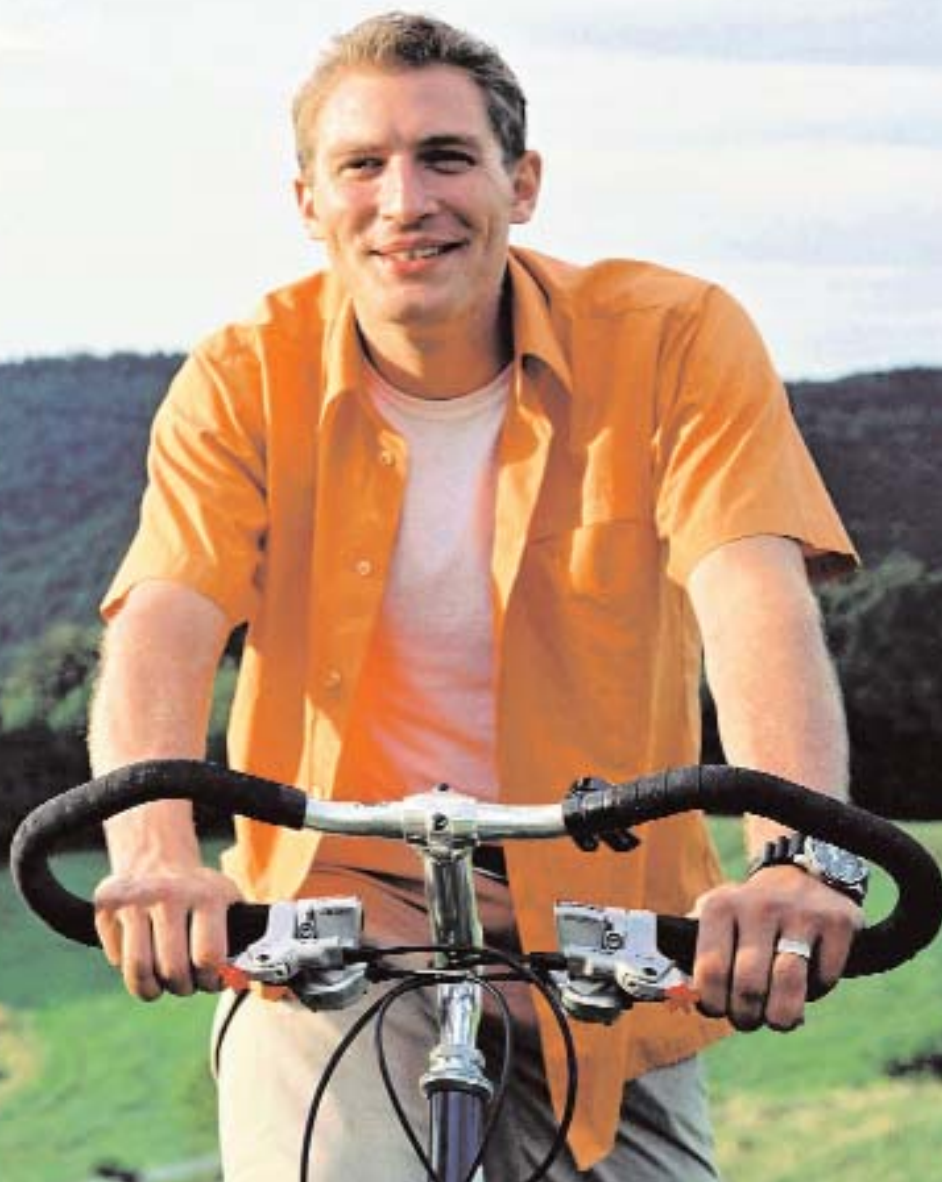


Time to be able to make your own decisions and to do what you want to do. Time for family and friends. Get away from the day-to-day tasks. Do what suits you. Free time – we all have free time. Everyone uses it differently and we would all like more of it. With a bike, you can make the most of your free time.

Whether you are a teacher, machinist, doctor, banker, student or an electrical engineer, your job is a must for your everyday life. Your free time can be used

however you like. But many agree that the bicycle should be a part of this free time.

In China, Portugal, Usedom, on the Mosel or in the Blackforest, vacation is free time and should be spent according to your interests and mood. With a bicycle, vacations can be especially intense.



## Professional Cyclist – Athletic and Flexible without a Contract

You don't have to be a professional athlete to be a "professional cyclist." Whoever rides his or her bike to work gets a bit of free time in during his or her workday. Save yourself from the stress of stop and go traffic. Make your trip to work an experience with a little adrenaline, fun and movement. Fresh thoughts, new impressions and time to reflect. All this twice a day! It is a little time to interact with your environment. Get energized on the way to work and get relaxed on the back. Your average working day profits from cycling by increasing your quality of life.



## Vacationcyclist – DiscoveryRides and Enjoyable Experiences

Get away from your daily responsibilities. Treat your mind and body to a little relaxation. Spend your time how you like to – free time is celebrated on vacation. Cycling vacations give you unlimited access and choices. Whether it is a city tours or enjoying nature, no other form of transportation brings us closer to our surroundings, makes it easier for us to take it easy and let our thoughts wander. No other kind of transportation is more open for expeditions that spontaneously catch our interest.

The bicycle brings us back to the original meaning of free time – get away and take a vacation. Make decisions spontaneously. Escape the daily grind. Experience life. Whether with family or with a group of friends, whether young or old. Bicycle tours and trips offer everyone a healthy serving of movement, adventure, spontaneity and zest for life. Ecologically smart. Experience more, do more, see more.

Communicate on your way to work!



# Freizeitradler

A man wearing a black helmet, a black and red long-sleeved shirt, and dark pants is performing a wheelie on a black mountain bike. He is leaning back, balancing the bike on its rear wheel against a brick wall. The bike has a black frame, black handlebars, and black tires. The background is a brick wall with a metal railing. The overall scene is outdoors, likely in a park or urban area.

A More Individual Lifestyle through Bicycle Experiences

Biking is a lifestyle, in everyday life and in free time. The variety of possibilities to cycle gives everyone the chance to spend his or her time in a more meaningful, healthier, more valuable and more conscientious way. Sporty adventures on a mountain bike, a rush of adrenaline on your racing bike, risky jumps on the BMX, the delight when you first learn to ride a bike, laid-back fun on the recumbent bike, the enjoyment of a group excursion on a Sunday afternoon. Riding a bike increases your self-confidence and your pulse. The range of cycling opportunities excites the free time cyclist and satisfies his or her appetite for health, movement and new discoveries.

# »Technik«



Get in gear , show your profile and precision drive technical details of the bicycle world that are in our everyday language. The bicycle market offers a wide range of products for each individual bicycle style. Your bike can be a way for you to be original, to show who you are and to shape your lifestyle. All elements represent a style, define a profile and enhance an image.

The bicycle scene has already recognized this. There are specific magazines and accessories for everyone's individual style. Mass media still refers to the bike as being an old-fashioned piece of equipment, an unimportant mass-produced item, a banal basic-commodity.

But cycling is not just casual mobility, it is a trendy way to express yourself, lively individuality and mobility with character. Cycling is a quality of life.





### Exciting technology – cycling gives you the freedom to be original

City-chopper, recumbent bikes, cargo bikes and folding bikes serve a variety of urban and individual needs. State-of-the-art technology for even the smallest details. Brake boosters, gear calculator, stylish crank set, titanian spokes, aero handlebars and telescopic fork. Often the true value of a bike is first recognized when you look at the details, at the technical intricacies, and how the tiny components work together. The

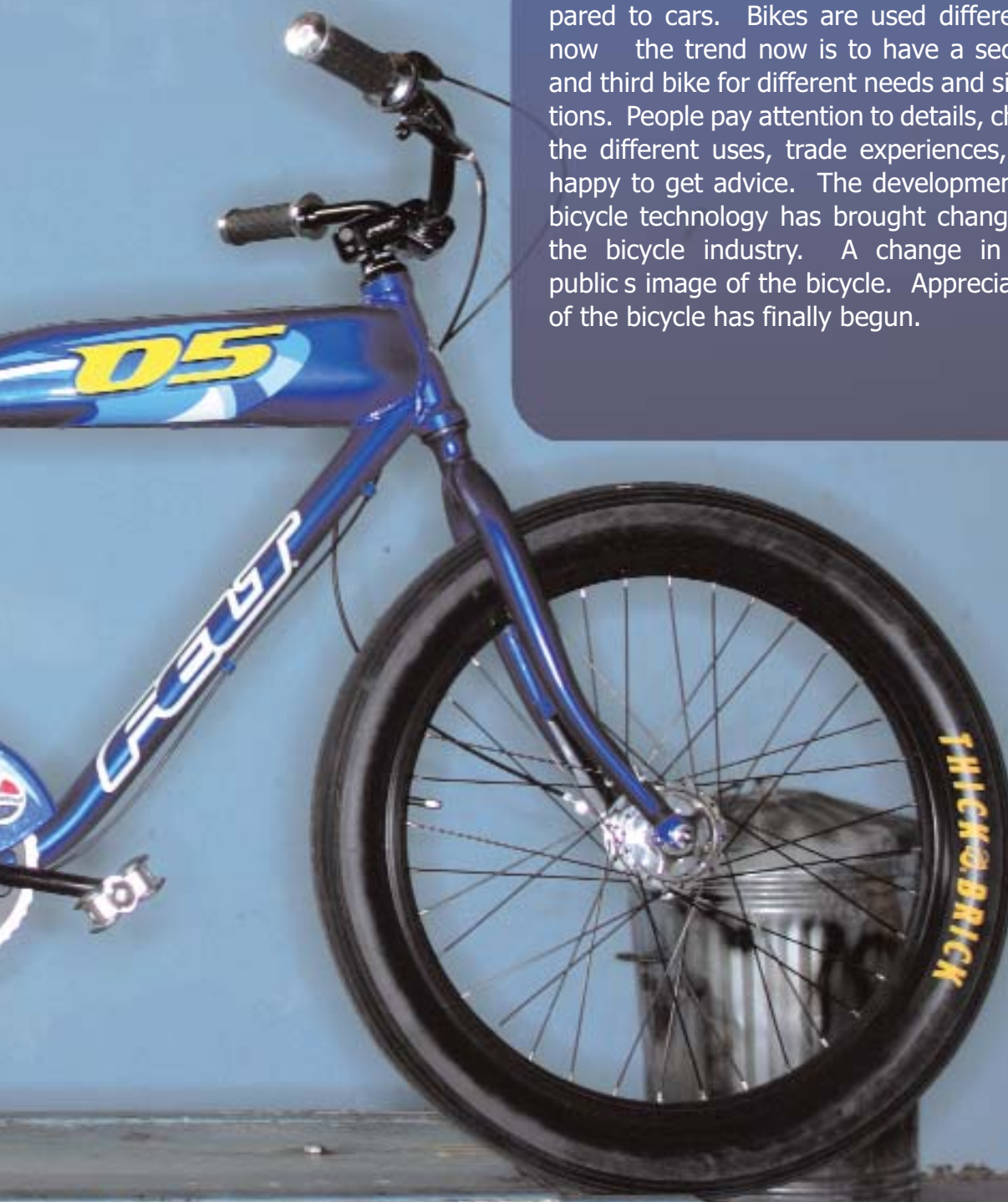
originality knows almost no borders for the bike a la Carte. Precision and accuracy, dynamics and drive, weight, form and color individual composition makes it possible for every user to have the technology that is the most user-friendly for them.



»High-tech bicycle tuning  
cycling as a lifestyle«







Tuning is becoming more and more popular in the bicycle business. No more junk bikes, instead, a quality product. The variety of components provides room for individually fitted bicycles that can be symbols of expression. Bicycles with character don't have to be worried about being compared to cars. Bikes are used differently now – the trend now is to have a second and third bike for different needs and situations. People pay attention to details, check the different uses, trade experiences, are happy to get advice. The development of bicycle technology has brought change to the bicycle industry. A change in the public's image of the bicycle. Appreciation of the bicycle has finally begun.

# »City Cycling«

## City Cycling a Feast for the Senses

The city cyclist is an epicurean. He does not need social or ecological reasons to discover the city for himself on a bicycle. The city cyclist cycles out of pure pleasure. Many are resilient all-weather cyclists, who use the bike in spite of wind, rain or cold. For the city cyclist the experience starts right at the front door. Spring fever, sunshine and the appetite for adventure are the driving forces for them. City cyclists know of the privileges that cycling affords them, they know their city.

## Touring the City

The city cyclist experiences a feast for the senses as he can feel the city around him. He knows which people are in which parks and green spaces, which cafes have recently opened, he knows the historically important buildings and places. At a relaxed pace he possesses the necessary ease to internalize details. Opportunities to make connections are presented to the city cyclist. Associations through diversity, to see more and hence understand more. And so those that cycle for pleasure can experience their city in a new light. The car driver on the other hand is tied to fixed routes. He often does not have an







inking how near and seductive the appealing places in his own city are. Idyllic gardens, shadowy paths, calm river banks, children playing in backyards or artfully designed bridge pillars. The city cyclist indulges in his privileges in this terrain and draws on the city atmosphere.

The city cyclist recognises the different facets of houses, the details of gleaming facades that no motorist can see beneath the car hood, ivy and vines reaching up to old ornamented gables, stately stucco structures, imaginatively decorated shutters. The city cyclist follows the progress of countless building sites. The city cyclist makes numerous experiences, if he opens his eyes, sharpens his senses and lets the diverse city life take its effect on him. Every city has its architectural and scenic allure, the passionate city cyclist retains his intense and detailed perception despite a high mobility. The large variety of scents and sounds of a city enrich his wealth of

experience and enhances his impressions and associations. Whilst the motorist only obtains an approximate view of a blooming meadow the city cyclist notices the different colors and scents of the blossoms, the smell of freshly mown grass, the swoosh of leaves of a chestnut tree, the sunlight twinkling through trees shimmering green in springtime. Impressions are intensified through the diversity of perceptions. And so cycling becomes a feast for the senses. Spontaneous and flexible decisions, to remain on the path or make a turn increases the conscious perception of your own city and gives the person cycling for pleasure his desired activity.



## City experience – how well do you know your city

Get on the saddle and go, follow your instincts, just take a turn and explore new paths – urban cycling transforms the city cyclist into a discoverer. The city cyclist is flexible, he follows his impulse and so constantly experiences new sensations. It is easy for him to satisfy his curiosity and follow new ways. He enjoys the freedom of movement on the bike, stop, take a turn, turn around, increase the speed or slow down whenever he feels like it, not wedge in the flow of traffic. If he feels it is worth it, he dismounts and gives some detail his particular attention. The range of vision of a city cyclist is broad, no car roof or window frame limits his perception of urban diversity.

The city cyclist is mobile. He has a larger overview of the city and is connected to the life there more directly, he is in the thick of things. He knows many nooks and crannies, hidden gems, peaceful residential areas, hectic shop-lined high streets and overcrowded plazas. As an urbanite and aesthete those that cycle for pleasure have a knack of gaining an individual overview of the city.

If you cycle for pleasure you have the time and leisure to let your gaze wander in new directions, contemplate window sills and the life beyond the window pane, glance into the city backyards. The face of the city, smell of the atmosphere, adventure and diversity fuse into an urban blend.









## City Cycling Instructions

There is a pleasure-seeking cyclist in all of us. You only have to be reminded of it. It is always worth experiencing the richness of urban attractions, to recognize the flair of a city, to observe the charm of its houses and places and develop a sense for the flexibility of freedom of movement.

As a practically orientated exercise unit the JOY OF CYCLING – Team recommends the experiment on oneself. Just get on the bike and go and choose whichever of the following themed tours you fancy. The main thing is that you are enthusiastic about cycling and your city.





The city cyclist only needs a few basic prerequisites:

- leisureliness and enjoyment in experiencing the city
- sensitivity to moods, atmosphere, detail and curious
- willingness to perceive the city with all senses
- openness for the surroundings and the little things
- curiosity for stories, episodes and surprises

1

## The City Tour

Go on a journey of discovery and explore unfamiliar buildings, search for new connecting paths, expand the network of routes of the city you know. Simply pause whenever the need arises, let the city atmosphere work its magic, dismount and visit a café or beer garden.

Let your gaze wander upwards from time to time, study the facades of houses and recognised the face of the city.

2

## The Pleasure Cruise

Deliberately go slowly cycling for pleasure. Which thoughts, emotions, moods, situations are going through your mind? Making associations on the bike seeing, hearing, tasting, smelling and sorting.

Recognising connections and places through city cycling this tour is a feast for the senses.

3

## A Journey of Impulses

Give in to impulses and intuition. Explore new paths, just make a turn, investigate new areas. Fixed routes confine our perception, new ways refreshes our enthusiasm and nourishes inspiration.

Taking the same way to work every day? Take new ways for new ideas! Switch over, turn around, make a bend towards the future's driveway!

4

## Taking a Stroll

Cycling along without a fixed destination or time constraints. Where will your journey take you?

Cycling without ambitious planning of routes and counting each mile is a feast for the senses.

Experiences without intent, fun without planning, enjoyment without restraint.

5

## The Alternative Voyage

Conscious cycling a mental comparison with the car. What do you get happy about or annoyed with during the journey?

You also experience the advantage of city cycling through the direct comparison with other means of transportation. Compared with the rush of driving a car in the city cycling in the city is a pleasure.





## Side effects



The Joy of Cycling has many excellent side effects!

For more information regarding the benefits of cycling consult your doctor, pharmacist or health care professional

City Cyling ...

- |   |  |
|---|--|
| stimulates the circulation                              | • maintains the vitality of your hair                                    |
| energizes the metabolism, burns fat and purges the body | • strengthens your power of resistance, including the addiction to a car |
| keeps your joints supple                                | • it releases endorphins and adrenalin and is good for the mind          |
| gives the lungs a workout                               | • hoes your eyesight   |
| keeps your skin taut and young                          | • stimulates your hearing  |

... and always – with each ride, but most of all, if you also cycle in the city during rain, snow, or a storm once in a while!



# »Nature and Environment«







## Cyclists are closer to reality

You are closer to everything fun and interesting on a bike. Fragrant meadows, bubbling brooks, bustling plazas and idyllic parks. Barrier free, in a natural convertible. Cyclists feel, see, smell and taste more freshness and naturalness, more urbanity and neighbourliness. Independent from rigid streets and traffic rules. Free for the desire for movement. Flexible, also for the discovery of difficult to find paths. Open for new impressions, clo-

ser to the action. Whether city culture, nature's beauty or environment impressions. Cyclists experience the world more intensely. They feel the composition of the environment, the type of path, if it is gravel, asphalt, a forest path or board walk. They are proud that they are emission-free that is not possible with any kind of car.





### A city as a piece of unspoiled nature – green lungs as an oasis for cyclists

A city's growth always displaces a piece of its nature. Cities compensate for this through parks, avenues, city forests, and gardens. This is how city people maintain contact to nature. Since cars, there is a new dimension to nature and city destruction. Now the search for nature often ends in a traffic jam, at least when it takes place in a car. With a bicycle you have nature and recovery nearby. Local recreation through a bike. A deep breath of fresh air, a long look into far-reaching green – one re-evaluates the value of parks, avenues and gardens when on a bike. City cyclists are city explorers on the hunt for oases of calm, with an eye for beauty, for the treasures of nature and architecture.

### City Nature – more naturalness for our cities

With excellent city planning, you can turn the urban bike paths into green avenues. Bring the city new oases. New connections will be built. Networks grow together. Mobility that does not put the environment at risk enjoys priority. Offers new chances for movement. Makes the living space of the city safe, attractive and economical again. Green instead of concrete and asphalt, bicycle paths instead of four-lane roads and parking garages. Those are real alternatives. More parks, green spaces, promenades and bike paths secure the success and likewise boost the economy and ecology. Sustainable mobility – a timely offer. Commitment to having more green in the city, for compatible mobility. Mobility politics needs a paradigm shift.



## Hop on a bike- come across nature in the city

Nature, sport and fun no other form or transportation brings the desire for movement, experiences and enjoying nature together better than the bicycle. Be in touch with the environment. Simply breath deeply, stop and enjoy. And then continue to feel the wind, fill up with oxygen, follow the pleasant aspects of nature in the city.  
-Cycling is mobility without limitations

No expensive outings, no CO2 emissions, no traffic jams and no autopilot driving. Instead of that, active movement, euphoria, adrenaline, positive energy, naturalness and the fun of autonomy.  
-Cycling is naturally environmentally-friendly

Spending time on sporty activities with zero emissions. Feel the rewards. Get out of your comfort zone. Victory over the guilty conscious. Live, enjoy, cool your feet in the water and lay on the grass.  
-Cycling is experiencing nature without borders.



# »Global«

## Worldwide On Urban Discovery Trips

As the most widely used technical mode of transportation in the world, the bicycle is globally seen as a guarantee for mobility and freedom of movement. Cross-culturally the bicycle secures access, including access to markets and mobility as an ideal mode of transportation for people and goods. An instrument of significant networking.

Every city has its own specialities that can be explored in a variety of ways. Well-known attractions in the city's silhouette. Historical buildings and plazas. Cities are in global competition. Bicycle cities are ahead in regards to the environment, quality of life, traffic efficiency and popularity among tourists. The understanding of the special characteristics of a city is best unlocked on a bike. It ensures a large cruising radius, lots of flexibility and independence for the individual discovery trips or group tours.

A bike means cost-effective and environmentally friendly opportunities to discover something new and to investigate cities. Mingle with the locals, seek new friendships. City cycling connects, also in new places. The bicycle is a valuable escort. It opens up a variety of perspectives. There is immediately a feeling of belonging, of sovereignty. This has been the experience of billions of cyclists around the globe. People feel at home on a bike.





... Whether a mode of transportation for people and goods, as a means of travel, as a sport or vacation activity, the bicycle is multi-functional.



... Whether in Shanghai, New York, Nairobi, Buenos Aires, Berlin or Calcutta, the bicycle is global.



... Whether mountainous and pathless, even and spacious, sand or asphalt, the bicycle makes the way possible.





## Bicycle Preferences - individual and political decisions

Global village, global responsibility. Every decision for the bike is a decision for the globe. We need international understanding about ways to stop global warming and about a bike friendly world, in Africa, Asia, America Australia and Europe. Through billions of individual and millions of political decisions for the bicycle – as a basis for sustainable mobility and development. The world of bicycles offers a global sense of togetherness, in spite of the many cultures and customs. Opposites that speak the same language. It is the immediate “we-feeling” that connects, gives you the opportunity to meet new people, impels everyone to discover new things, to sense the desire for discovery, to enjoy variety, locomotion and mobility.



»One of the best things that can happen to many Ugandan families is a bicycle. In Uganda, as in much of the developing world, the bicycle is much in demand for transport of goods and people over short distances. It is an appropriate technology which can be maintained with local tools and local materials.

Women, in particular, benefit from the use of a bicycle. It usually falls to women to till the land, carry the harvest to market and to fetch drinking water. Freeing women from many hours of walking and carrying allows them to spend that time productively: In many cases, to earn a supplementary income. In traditionally male dominated societies, this is a powerful force for the emancipation of, and self respect for, women. Earning an income empowers women to have a voice in decisions which affect them.«

out of »Wheels of hope« von Richard Kisamaddu, Coordinator of Bicycle Sponsorship Project & Workshop (BSPW), Uganda







# System

# »Interview with Bernhard Lange«

Managing director of the Shimano-Importer Paul Lange & Co

For years Bernhard Lange has been fighting for a new cycling culture and high quality mobility. His firm deals with bicycle production and trade, which includes its role as a representative of Shimano in Germany.

**RADLUST:**

Mr. Lange, as managing director of a company that deals with bicycle components and operates Europe-wide you see many parts of the world. What does quality of life mean to you nowadays?

**Lange:**

I think of the sum of many small parts that make up life. A beautiful cathedral or a major large-scale project on their own don't add to the quality of life. I often feel uncomfortable when I travel through modern western cities. The streets are full of cars, but you hardly see people on the streets anymore. Those are certainly wealthy cities with wealthy inhabitants, but what kind of a city do they have? Can you leave the window open at night while you sleep? Can you hear the birds twittering? Can you tend to a tree, are there any avenues? Are the places, footpaths and streets where the generations meet? Is it enjoyable to go shopping on foot or on the bike without being chased like fair game? A high quality of life is a city that lives. And a city lives when you notice it on the street, in the traffic conditions, in the joy of cyclists and pedestrians, see it in their eyes and smiles.

The international business PAUL LANGE & CO: was founded in Stuttgart in 1949 has been working with SHIMANO for more than 38 years and contributes trend-setting impulses to the German bicycle trade to this day.

Bernhard Lange, the youngest son of the founders Paul und Fernanda Lange took over as managing director in 1989 following the death of his father.



Bernhard Lange (managing director of Shimano-Importeur Paul Lange & Co)





**RADLUST:**

Over the past years you have frequently supported initiatives promoting bicycle mobility and comprehensively deal with future markets. How will mobility change?

**Lange:**

In an increasingly artificial world there is a growing interest in original and natural items, in one's own movement and movability. The electric windows in cars, the TV remote control, the elevator in the house and the car on the street have robbed us of our everyday opportunities to move, out of laziness and ignorance we have become stunted even further, we hardly use our muscles and strength anymore. It will be a disaster once this lazy society becomes older.

This is what many people want to get away from by scrutinizing their daily lives, They are searching for real experiences, they want to move about autonomously, they ride a bicycle with an enthusiasm that we hadn't believed possible as just a few years back. They value the special quality of experience of cycling. And they like cycling in groups as the communication and companionship on the bicycle helps them against the loneliness and desolation of city life.

**RADLUST:**

Mr. Lange, you have also thought a lot about the bicycle technology of the future. What are the prospects?

**Lange:**

Society is invariably growing older which is why we need other types of bicycle. When it comes to design and marketing we always think of the young, fit, sporty and technology lovers.

Many elderly and young at heart don't want complicated bicycle technology, they don't understand the technical gobbledygook of the bicycle trade and feel alienated by the increasingly complicated world of transport full of electronic chips, traffic signs and huge sensory overload. They want it to be as simple and natural as possible. These people want bicycles that are simple to use, easy to maintain and of a good quality. Not brash and trendy, but rather a modern elegance and understatement. Of course a modern bicycle service is appreciated, for example a bicycle ward with a readily accessible repair shop and a washing bay that is easy to use. And if a mobile bike doctor is on hand to help with technical problems along the way, even better.

# »Policies for bicycle-friendly cities«

## Learning from Best-Practice-Examples

### (Role) Model Cities Due to Foresight

There are plenty of shining examples of a dedicated promotion of cycling. Cities that are at the top of the "bicycle champions league" thanks to their modern approach to mobility. Mayors who are enthusiastic about cycling often shape this kind of development as public figures that cycle regularly. A few well-known examples prove how courage and determination allow the innovative strength and creativity to unfurl. And how happily citizens take part when it comes to cycling

### Cyclist City Erlangen

#### Dietmar Halweg, Erlangen:

He was the mayor of Erlangen for a long time, nearly always travelling by bike. Together with his co-workers he brought Erlangen to the front in the matter of promoting the bicycle. The targeted promotion of cycling already started in the 70s through exhibitions, enforcing comprehensive sign-posting and increasing the number of bicycle parking spaces. He also gave the economy an impetus to take an interest in the bicycle.

Siemens and the University, the two most important employer of the city, strongly backed the bicycle as a means of commuting. Both save a lot of money that would have been required for the reconstruction of streets and car parking facilities. Of course, the cumulative efforts of the critical intellectuals in such a city of science, technology and research greatly contributed to this success.

### Cycling City München

#### Christian Ude, München:

He is an enthusiastic cyclist in everyday life. Christian Ude has been the mayor of Munich and president of the German Association of Cities and Towns for many years. He has written a book about his passion for cycling "City Cycling" which is well worth reading a homage to the passion for and joy of cycling. In 2006 he was elected the "Most Bicycle-Friendly Personality" at the International Bicycle Fair (IFMA) in Cologne. In particular, his strong commitment to bicycle traffic supported by dedicated administration staff helped double the amount of cycling traffic in the city with a population of over a million. Persistent improvements



in the system increased the market share of bicycle traffic enormously, an amazing achievement. However, in order to achieve the rise to the top class as far as bicycle use is concerned, which starts at a market share of 20%, Munich still has to make an effort. In 2007 the city organized the Velo-City-Kongress to continue to learn from better examples. The most attractive bicycle transport connections of Munich is surely the pathway along the river Isar - 20 kilometers (~12.4 miles) of cycling, free from car traffic and obstacles and always close to the most important areas of the city. It is a happy city indeed that has such a green space at its heart and makes something of it.

## Bicycle Paradise Münster

### Jörg Twenhöven, Münster:

He was the mayor for many years and later the district's president in Münster. As a regular cyclist he made a statement for bicycle-friendly employers through the acquisition of company bicycles for the city council and regional board. He was able to convince the retail sector in Münster that cyclists are good customers. Today Münster is highly active within the "Consortium of bicycle-friendly cities, communities and districts of North Rhine-Westphalia AGFS". Münster implemented many pilot projects for new infrastructural elements, service concepts and traffic regulations. Some infrastructure examples are: new cycle paths on carriageways, extensive traffic-cal-

med zones, the implementation of integrated cycle and bus lanes, free way for cycles in the pedestrian precincts and opening one-way streets to bicycles, management of bicycle traffic at large roundabouts, the building of „Park & Bike“-stations and the construction of Europe's largest and most beautiful bicycle service station. Some important psychological means are: granting discounts on the health insurance for cyclists and the supply of information packs for all citizens. Both strategies motivated citizens to use the bike more often. The "Wallring" (literally: "circular embankment") a broad avenue for pedestrians and cyclists situated around the city centre is undoubtedly Münster's most beautiful cycle path. The projects were supported through the results of research into this topic, the concepts broadcasted at congresses and documented in publications. Twenhöven transformed Münster into a centre of innovation for bicycle traffic in Germany. He was able to inspire the University and several major employers to make special efforts to promote a large participation in cycling amongst their employees. His city council was the source of the now nationwide annual campaign "Getting to Work by Bicycle".



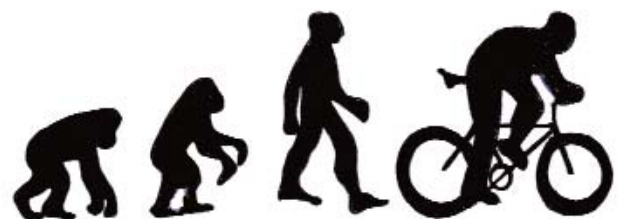
# Bicycle-City Bremen

## Henning Scherf, Bremen:

This formidably tall man was the head of the Bremen government for many years. His oversized bicycle and his winning smile with which he publicly communicated the JOY OF CYCLING were particularly eye-catching. He managed to maintain a high level of bicycle use in Bremen in spite of the downward trend in cycling in other cities. For this he received the prize as "Most Bicycle-Friendly Personality" in Germany in 2004 at the International Bicycle Fair (IFMA) in 2004 in Cologne. In Bremen the densely built Wilhelminian style and mainly traffic-calmed quarters are particularly attractive cycling areas. Here bicycles dominate the street scene. And similar to Munich the green cycle-path network along the river Weser and through the "Bürgerpark" (literally: citizen's park) are particularly attractive and frequently used.

## Moving up into the Champions League of Bicycle Cities

These exemplary exceptions prove the old rule: the better educated the city dweller, measured by the proportion of academics and those employed in the research and development sector, the larger the number of cyclists. There is a "Champions League" to which the aforementioned German examples belong. Other well-known 'role-model'-cities are Cambridge or Oxford in the United Kingdom, Uppsala or Lund in Sweden, Davis or Boulder in the USA, Bologna or Ferrara in Italy, Kopenhagen, Aarhus and Odense in Denmark, Trondheim and Bergen in Norway, Delft, Amsterdam and Groningen in the Netherlands, Hasselt, Brügge, Löwen und Gent in Belgium. Cities that cleverly utilize the advantages of efficiency and low cost that bicycle traffic brings about. What counts are the ambition and efficiency of the system, the low environmental impact and in touch with the people.



RAD+ EVOLUTION= REVOLUTION



# »The Interests of Lobbyists«

## Traffic and Lobbying – it's about Money and Power

Transport policies is an important area for lobbying groups as the traffic system has a turnover of several hundred billion Euros every year. In addition many people are employed in this sector. The chances for an individual type of transport to develop depend on the legal and financial framework.

## The influence of the traffic lobby

As a counter-balance to the automobile lobby which often appears superior, due to its vast resources that allows them to mobilize investments into automobile traffic, different transport and environmental associations were formed in the last few decades. Their strength lies in their high level of expert knowledge and the passionate approach. Especially their innovative and creative suggestions have often kick-started otherwise deadlocked situations during decision-making processes.

## The German Traffic Club, VCD

Founded in Bonn in 1986 the "VCD" now has its headquarters in Berlin. They see themselves as the ecological alternative to the General German Automobile Association (ADAC). The VCD became famous for compiling a list of car types ranked according to their environmental impact. Important innovations such as a railcard, which entitles the holder to discounts on train tickets, the train customer barometer, fair concepts for financing public transport or the initiative for for

'Vision Zero', a mobile world without traffic accidents, were initiated by the VCD. The VCD is a dedicated promoter of all types of transportation of the environmental network, as well as travelling on foot, bicycle traffic and public transport. In Bonn the VCD publishes a magazine "fairkehr" – a combination of the word fair and the German word for traffic.

VCD Traffic Club, Germany,  
Federal Offices  
Kochstr. 27, 10969 Berlin  
[www.vcd.org](http://www.vcd.org)



## The General German Bicycle Association (ADFC)

The ADFC was founded in 1979 and organised the first international Velo-City-Congress in Bremen, the headquarters of the association. The Velo-City-Congresses promoted the global renaissance of bicycle policies. The ADFC represents the interests of cyclists in legal matters, planning and funding on all political levels. Cycling congresses are organised and cycling tours and cycling schools are offered regularly. The ADFC has ongoing cooperation with exemplary bicycle-friendly cities with whom it exchanges expertise about bicycle-friendly strategies and models. The ADFC also publishes the magazine "Radwelt" (Bicycle world) which regularly reports on bicycle technology, rights, planning, policies and cycling tourism.

ADFC Federal Office,  
Post office box 107747,  
28077 Bremen,  
[www.adfc.de](http://www.adfc.de)



# »The Young Generation Tomorrow's mobility planning!«

## Desire for Change

We are the new generation. We will take the liberty of leaving the beaten track. We don't have to continue making the mistakes our fathers and grandfathers made with their transport policies.

## Accepting the challenge

We accept the challenge of protecting the climate and flout the frustrations of an increasingly immobile congested society. Wherever we may take on responsibility, whether as entrepreneurs, ministers or managing directors, we make our contribution to the sustainable forming of our cities and environment. We learn from the mistakes of our predecessors, we are flexible and innovative. We want to adopt a new course, promote a mobility that brings a zest for life and diversity into our cities

## Mobility through our own incentive

The joy of cycling promotes our own freedom of movement flexibility and adventure become accessible through the consistent equipment of our cities with bicycle-friendly regulations. Take a breath, enjoy movement, control your progress and feel your muscle power we are rewarded for our mobile independence through city cycling.

### Angela Lieber

We are triggering a new cultural wave. As visionaries. We act out our joy of cycling. We are on the saddle always and everywhere. Cycling is the latest trend. Sporty, innovative, personal and dynamic. Out of pure joy. Out of a sense of self and community. We are of use to ourselves, the city and the environment. With passion and enthusiasm. We clear the way. For a better future.

### Carsten Hogertz

If we were in power, then less cars and more bicycles would be on our roads. We would make sure that life happens on the streets again. That children can play on the city's streets. We enable grandparents to participate in the life outside without fear and can realize the possibility to serve as pillars and role models of our society.





Markus Streng

I enjoy riding a bike. Not because I find driving too expensive, not because I want to appease my conscience with respect to climate protection every day and least of all because cycling is in. But rather because it satisfies my needs in the city. You simply get from door to door without having to think about it and that's it.

Raphael Thießen

Change now! We have just stood by and watched nothing happening for too long, how it's all talk and no action. We accept the challenge and consciously settle on the saddle and cycle away. For the environment, our health, against climate change and for a better future. If we want to move forwards we have to get moving ourselves.

Lena Brühne

We are thinking of the future. And so it's important to get small children used to life with a bicycle from an early age. That includes the way to school. Children that are taken to school by car are worse off, they suffer from a lack of exercise and miss out on communication and stimulation on their way to school. Children should be able to master the way on their own. Bicycle-Socialization is an important task for parents, kindergartens and schools. This task should be supported as best as possible.



# »Germany 2015 the New Cr

Our vision for 2015: THE JOY OF CYCLING rules in Germany! A new cycling culture has developed in just a few years. Politics, industry and the bicycle lobby are making new statements and are sending a signal of innovation and sustainability. Many new ideas led to the conclusion of many tedious discussions of the last decades about bicycle-friendly streetscapes and traffic regulations and focus instead on rules are simply and easily applied everywhere. The vision of a cycling-friendly city has become a reality throughout Germany.

Development from bicycle  
lanes to bicycle-friendly  
cities



## Urbanity and quality of life

The beginning was simple to all intents and purposes. In many places it simply required a the stroke of a pen. The lowering of the inner city speed limit from 50 kph (31 mph) to 30 kph (18.6 mph) increased the quality of life in cities and communities with immediate effect. The widespread implementation of the 30 kph limit in all German cities was the origin of this success and trigger for a development that only few heads of cities would have imagined. Within a short space of time the surroundings took on a completely new quality, the renaissance of urban life through family and child-friendliness. Restaurants and bars opened up open-air spaces, and brought life out of the apartments and car bodies onto the street and paved the way for bicycle mobility and all the possibilities for it to develop further

## Shared Space the Principle of Coexistence

Coexistence is the motto in 2015. Streets are no longer strictly divided into pedestrian, car and bicycle lanes. Mutual respect increases the safety of all those participating in traffic and increases the feeling of a people-near urbanity freedom and flexibility where able to move into German cities. With increasing surprise and elation the cities realized that the funds now becoming available, expenses saved as costly speed bumps and sign posts were no longer required, could be invested in a sustainable city development. Measures to upgrade parts of the city also increased the sense of responsibility of the residents for the surroundings. The desired change in quality was visibly ingrained, THE JOY OF CYCLING dominates mobility.



# Craze of a Bicycle-friendly City«

## A new craze – THE JOY OF CYCLING alters the culture of mobility

Even the German Rail has reacted to the new JOY OF CYCLING in 2015. Through intelligent links of bicycle, bus and rail on all networks and a simple way of taking bikes on the train the possibilities for daily commuters have been increased tremendously.

Millions now combine the speed of bus and rail with the flexibility of cycling on a daily basis. Investing into bicycle-friendly infrastructure is now a nationwide trend in Germany, there is a downright competition for the prestigious position of bearing the "Golden Spoke" awarded by the ADFC. Advertisement and communication campaigns were developed over the whole area that promote sustainable urban planning conducive to a new transport policy. "Excellence in Cycling" became a new slogan and in many places cities and communities compete for the best bicycle service. Increased efforts towards climate protection, high quality of life and efficient traffic in the cities have also prompted the Association of German Cities and Towns to urge cities setting a negative example, bearers of the "Rusty Spoke", to endeavor to improve the quality of their urban developments by 2015. Everybody benefited

from this and an increased safety is guaranteed for cyclists. Since particularly the "rare" cyclists were in danger, cyclists that are on roads and in areas where hardly anybody is on a bike. Wherever cyclists are a given and omnipresent they increase the acceptance for them and are a natural part of the scene.

## Basic Principles of the Bicycle City

Many rewarding and successful role models have brought home the alternative. A veritable cycling revolution German cities have drawn the line under the previous narrow outlook and separation. "Shared Space" is a basic principle nowadays when it comes to urban planning. With the general outline of a "Slow City" a quality-conscious model has been developed – movement and flexibility instead of hectic and speed.

From separation to  
Coexistenz







# About us

# Our Team







**Radlust**  
[www.radlust.info](http://www.radlust.info)



Christian Schlump



With "The Joy Of Cycling" we want to achieve that the bicycle regains its importance. I have been cycling for 15 years: to school, to university and to work, and I have not regretted a single day - to me cycling is pure enjoyment of life.

Julia Zientek



As a child the cycling tours with friends and family were always a highlight. Today I appreciate the bicycle not only because of its recreational value, but I also see the great advantages that everyday use provides me with.

Annika Busch- Geertsma



The Joy Of Cycling campaign aims to show people how diversely the bicycle can be used and how convincing the advantages of using this clean mode of transport are.

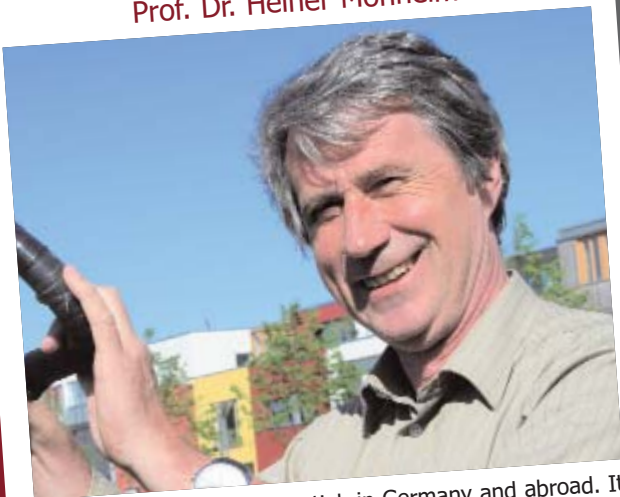
Lena Brühne



Riding a bike means being closer to life as an open-topped vehicle the bicycle allows us to experience our surroundings more intensely, to stop spontaneously and immerse ourselves in our environment more deeply. So: be part of it and closer to life!



Prof. Dr. Heiner Monheim



The bicycle has huge potential, in Germany and abroad. It will experience a huge renaissance. It ensures efficiency and compatibility, accessibility and mobility, it is climate and environmentally friendly, saves energy and space. It offers us the most intense city and countryside experiences, individuality, freedom. Pure Joy Of Cycling. Just get on the bike and go.

Wigand von Sassen



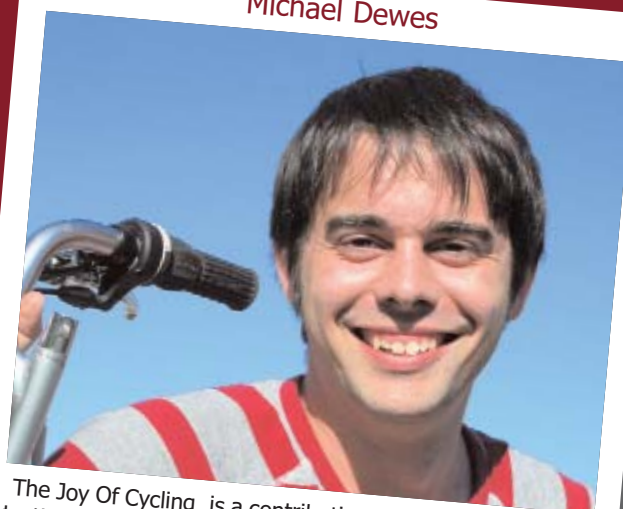
The name Joy Of Cycling actually already says it all! Don't you think? Then try it! Switch over, mount your bike, let it carry you, experience your city and its paths anew. With The Joy Of Cycling we want to encourage you to take this first step, because the next steps cycle of their own accord.

Alexander Glodzinski



The main aim of this campaign is to rouse enthusiasm for cycling amongst the general public. Away from ingrained pigeon-holes this campaign intends to associate cycling with zest for life, having an edge in terms of knowledge, freedom and conscious perception.

Michael Dewes



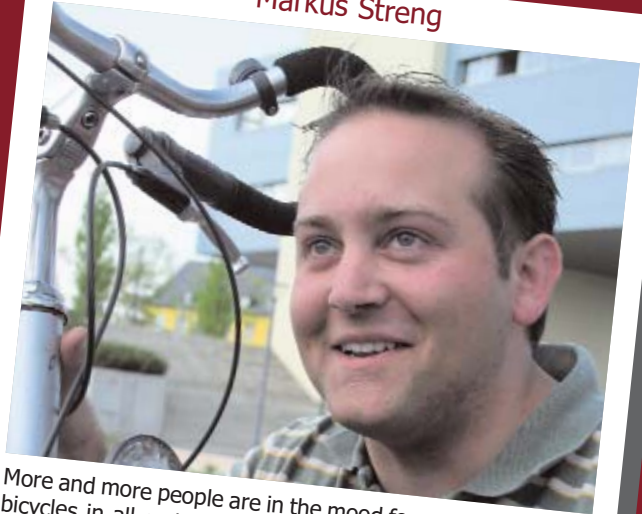
The Joy Of Cycling is a contribution to living climate protection and also assists in easing the stress caused by everyday traffic. Why don't you enjoy the ride through the city and arrive at the office relaxed instead of fed-up by the endless traffic jams? Whoever takes part in the campaign are doing the environment and themselves a favour. Cycling is like a spa for everyday life!

Angela Lieber



We want to double the cycling usage in Germany and achieve this as quickly as possible. This would have a huge impact on the domestic climate policies. At the same time it would also lead to a better quality of life and an enjoyment of city life. With the necessary support from politics and transport economics we could generate a new craze. We are the trendsetters of tomorrow!

Markus Streng



More and more people are in the mood for cycling. They use bicycles in all sorts of ways and in all circumstances. This new delight in cycling needs a lobby (at long last). The Joy Of Cycling wants to help initiate this.

Andreas Hillesheim



The Joy Of Cycling is intends to help raise awareness for the joy you can experience with and on a bicycle. Our concern is to highlight the convenience and positive effects of cycling which seems to have been forgotten in our modern time. In a unique manner The Joy Of Cycling wants to make a contribution to a bicycle-orientated way forward. The bicycle is worth it. Our future is worth it!

Sebastian Gliem



Through an increased bicycle traffic and the resulting lower car traffic we help to influence climate change in a positive way, make the streets accessible for children again and the cityscape more attractive. The Joy Of Cycling should be supported, since increased bicycle traffic results in a better quality of life for everyone.



Laura Ehrenberg



The Joy Of Cycling is a totally new approach to the subject of bicycle traffic. It does not want to convince, but seduce! The Joy Of Cycling puts the emotional experience connected to cycling at the center of interest. Thereby, we want to instigate a Joy Of Cycling and inspire a considerably larger number of people to use the bicycle in their everyday lives.

Raphael Thießen



Through The Joy Of Cycling we want to create an awareness that the bicycle is not only a recreational tool, but that it can also be used as a mode of transport for our working lives. In addition, it gives rise to good health and is relaxing.

Michael Öhmann



Ist doch eigentlich logisch, dass ich das Fahrrad nehme wenn ich in der Stadt vorankommen möchte. Es ist unschlagbar schnell, günstig und flexibel. Vor allem macht es mir unglaublich viel Spaß. Nur auf dem Fahrrad kann ich mit allen Sinnen das urbane Leben genießen. Rhythmus der Stadt direkt erfahren und dabei nach meinem eigenen Takt radeln. Ich hoffe, dass wir mit der Kampagne einer breiten Masse genau dieses Gefühl vermitteln können, sodass noch viel mehr Menschen an RADLUST teilhaben.

Maike Puhe



Naturally it is more environmentally friendly if large parts of the population use the bicycle for their everyday travel, but this also allows another form of communication to develop; on the way to work, to school, to sports; people meet again. There is huge potential in the bicycle just waiting to be tapped into.

Sven Goedecke



We want to appeal to the common sense and convey the advantages of using a bicycle. It could be part of a healthier, more relaxed and happier society. Cycling is made for smart people: cheap, healthy and puts you in a good mood.

Johannes Asbrand



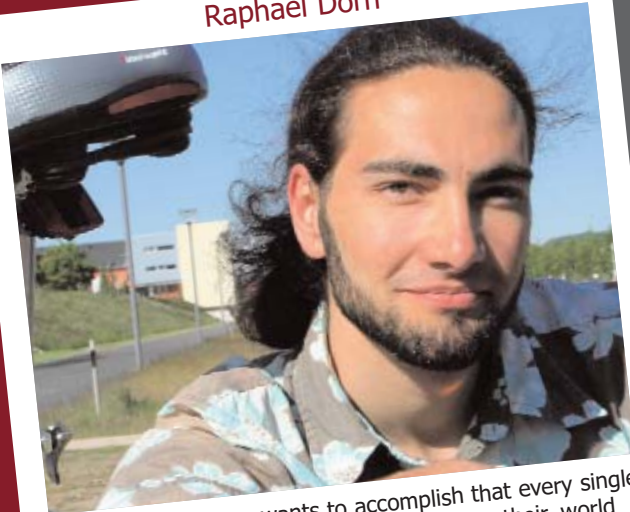
The Joy Of Cycling dares to make a targeted attempt to not just appeal to one group of bicycle users, but want to revitalize a collective sense of cycling. We are not concerned with individual strengths and weaknesses, with hype or a particular product. Our concern is letting people consciously experience the improvement in their quality of life that using a bicycle entails.

Jan Thomas



Through this campaign the bicycle as a mode of transport is to be strengthened in general. This can only be in everybody's interest, since aspects such as health consciousness, environmental friendliness and pure characterize the bicycle as a mode of transport.

Raphael Dorn



The Joy Of Cycling wants to accomplish that every single person sensitively experiences and enjoys their world meaning other people, their urban or rural surroundings. Through the participation of a large social circle the feeling of light-hearted freedom a notion that cycling embodies can generate a spark that also ignites (city) life.

Elisabeth Haunert



As a result of climate change and the deliberations on how greenhouse gases can be reduced as quickly as possible I am of the opinion that everybody, if anyway possible, should abstain from using the car and go for the bicycle instead and champion climate protection in this manner.



Carsten Hogertz



The Joy Of Cycling should be supported, since a collective awareness is generated in this way, which does not just regard cycling as sports, but also that the bicycle as a mode of transport can help people gain a sustained natural sense of their environment.

Thilo Wagner



I think it is necessary to communicate cycling mobility intensively so that the bicycle is more seriously considered as a real alternative in future. Cities where the bicycle traffic is allowed to increase at the expense of car traffic are more enjoyable to live in and more attractive. Only the bicycle is able to cover the mobility needs of future generations.

Conrad Hammer



The bicycle is much more to me than just an environmentally friendly mode of transport, it also conveys a unique feeling of freedom and zest for life.

Thomas Braun



Seit meiner Kindheit sichert mir das Fahrrad Freiheit in fast allen Lebenslagen. Radfahren ist keine Einschränkung, sondern eine Bereicherung. Ich bewege mich unabhängig und bin wesentlich weniger gestresst als andere Verkehrsteilnehmer. Das am Fahrrad - eben RADLUST.

Nils Fürköther



Get out of the cellar and onto the bike! This campaign aims to put the public focus on the bicycle as a means of transportation. For this purpose broad support is an indispensable prerequisite.

# Acknowledgements

Our conceptual workshop was able to work on many colorful facets of communication. We would like to thank all the partners involved, who supported us in putting our ideas into practice.

Through the cooperation with the two traffic and environment associations, the German Traffic Club (VCD) and the General German Bicycle Association (ADFC), this project was supported by the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU) as part of a programme for the promotion of associations. The JOY OF CYCLING Team is extremely grateful for the Ministry's assistance. Thank you also to the various supporters from the Bicycle Scene who opened up the archive of images for us.

Furthermore, the JOY OF CYCLING Team would like to thank all those participants professionally involved in cycling for granting us an interview., as well as the board of directors from the university, the department, and the General Students Committee (AstA) of the University of Trier, who met the costs that allowed students to attend the Velo-City-Conference.

The mayor of Munich, Christian Ude, was an important source of inspiration and ideas for us. In his excellent book *Stadtradeln. Kleine Philosophie der Passionen* (City Cycling. A Small Philosophy Of Passion (Ude, C. 2000, dtv)) he put his observations and experiences as a cycling schoolboy, student, aficionado, citizen and politician into a humorous literary form. For his homage to the advantages of city cycling and his dedicated support to Munich's

promotion of bicycles he received the Best for Bike Prize as the most bicycle-friendly personality of the city in 2006. Despite a few good examples mayors cycling on a daily basis are still a rarity.

This project gained a gratifying momentum. We have the opportunity to present our exhibition at various major events: the German Protestant Church Congress in Cologne on the 6-8 of June 2007, at the Streetlife-Festival at Green City Munich on the 9-10 of June, at the traffic exhibition in the German Museum from the 12 of June and at the International Bicycle Fair (IFMA) in Cologne on the 13-16 of September 2007. Further dates will follow and be announcements on our homepage [www.radlust.info](http://www.radlust.info).

The JOY OF CYCLING Team greatly look forward to further impulses and stimuli that will emerge from the project for more bicycle-friendliness in German cities.

We hope that the cycling debate in Germany will be revitalized and that Germany as a whole and its federal states embark on an advertisement and communication campaign together with the bicycle industry, which take the suggestions and ideas of this exhibition and brochure to heart.

Your Radlust - Team



## **Doubling Bicycle Traffic - a Campaign to Promote Cycling in Germany**

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We welcome any feedback to the project team!

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