



Press pack

## moveLO Alsace network

### Season 2016



Cycling in Alsace with electric assistance!

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# moveLO Alsace network Season 2016

## The moveLO network

Since 2006, the German company moveLO GmbH offers a turnkey package allowing territories to create a network of electric bike rental stations:

- A top electric bike rental service for tourist offices and other tourist structures that includes the maintenance, repairs and the insurance of the bikes;
- A marketing strategy for the whole territory.

With some 80 partner tourist destinations/regions in Germany, Austria, France, Ireland, Italy and Spain, the moveLO network is the largest electric bike rental network in Europe. It counts now around 1,000 rental stations for a fleet of 3,500 electric bikes.

For further information: [www.moveLO.com](http://www.moveLO.com)

## The moveLO Alsace project

### History

2012: adhesion of the Grand Ried Tourist Office to the nearby German moveLO region "Europa-Park – Kaiserstuhl".

End of 2012: creation of the moveLO Alsace region -the first moveLO region in France- by the structures "Pays de l'Alsace Centrale" and "Pays Bruche Mossig Piémont" in central Alsace.

2013: first rental season from May to September in central Alsace.

2014: extension of the network in the whole region on the initiative of the "Pays d'Alsace" structures and first season at the regional level.

2015: second season at the regional level.

## Partners

The movelo Alsace project is supported by the “Pays d’Alsace” structures with the participation of the Communauté de Communes du Pays de Sainte-Odile:



It is financially supported by the Alsace Champagne-Ardenne Lorraine Region and the Agences de Développement Touristique de Haute-Alsace et du Bas-Rhin:



## Offer 2016

### 36 stations

This year, for its third season at the regional level, the network counts 36 stations from the Rhine plain to the Vosges valleys, including 34 rental and charging stations and 2 charging stations. Stations are mainly tourist offices, but also hotels, camping and other tourist structures.

The 34 rental stations have 2 to 4 electric bikes. All in all, 88 bikes can be rented from April to October, but 12 stations rent their bikes the whole year. Besides the electric bikes, several stations also rent other equipment such as classic bikes, baskets, children trailers, child seats...; meeting especially the demands of families with children under five.

The plus: if needed, batteries can be charged for free at the 36 charging stations of the network.

Discover the stations: <http://moveloalsace.fr/en/les-stations/>

**Map of the stations**



Source carte : Google Maps

-  Rental and charging station
-  Charging station

## **The bikes**

The rental stations feature KALKHOFF Tasman Impulse e-bikes. These electric bikes are ideal for cycling on all non-rugged paths. Their latest-generation batteries give them an increased range of 90 km on a plain and 60km in the mountains. Two frame sizes are available at all our stations: S for riders 1.55m height and over, M for riders 1.70m height and over.

## **A charging service to all**

Since 2015, a charging service is proposed for free by all the stations to all e-bikes users the time of a break or a visit:

- movelo customers, through the battery chargers of the stations;
- E-bikes users, whose batteries are compatible with the chargers of the stations;
- Other e-bikes users, with their own charger.

## **The prices and terms of hire**

### Prices

- €13 per half day and e-bike
- €20 per day and e-bike

Longer rentals: prices on request from the stations

### Terms of hire

When signing any rental agreement, people are asked to provide proof of identity and pay a €120 security deposit. For liability and safety reasons, the stations do not rent bikes to anyone under 14 years of age. Minors 14 years of age and over must be accompanied by an adult.

## **Days, week-ends and short stays' offers**

### Croq'Vélo

Launched in 2015, the movelo Alsace trial offer Croq'Vélo includes a day rental of an e-bike and a 3 courses lunch made with traditional dishes, local or season products (without drinks) for €30 per person.

This offer is available from the 1<sup>st</sup> April to the 31<sup>th</sup> October in 15 rental stations and around forty restaurants in Northern Alsace, central Alsace and in the Sundgau (south of Alsace).

More information: <http://moveloalsace.fr/en/croqvelo/>

## Other offers

Days:

- VEL'NESS, e-bike and spa day package in the Bruche valley

For further information: <http://movelosace.fr/en/velness/>

Week-ends and short stays:

- Discovery of the electric bike, 2 days/1 night stay in Niedersteinbach
- The Parenthèse Vigneronne, 2 days/1 night stay in the Kaysersberg valley
- Encounter with the tradition, 3 days/2 nights stay in Hunspach
- The Sundgau, cycling paradise, 3 days/2 nights stay in the Sundgau
- Let's ride an e-bike!, 3 days/2 nights stay in the region of Barr and the Bernstein
- E-Bike & relaxation, séjour 3 days/2 nights stay in Niedersteinbach

For further information: <http://movelosace.fr/en/week-ends-courts-sejours/>