

Bycykelservice

bicyklen
københavn



KØBENHAVNS KOMMUNE

Hybrid Offering	
Brief description	Bycykelservice is a self-service, easy-access bike rental scheme with 110 city bike racks in the inner city of Copenhagen.
Hybrid offering's industry	Transportation
Company details	
Municipality of Copenhagen www.bicyklen.dk	The Municipality of Copenhagen provides public services to citizens and enterprises residing in the capital. Bycykelservice which runs the city bike service is a department in the rehabilitation agency of Copenhagen (INERFA).
Company's industry	Public administration
Country of origin	Denmark
Dimensions	
Product dimension	Bycykelservice currently accounts 2,000 city bikes in 110 city bike-racks. City bikes can only be used within the inner city (city bike zone).
Service dimension	Bycykelservice operates one repair shop for city bikes and four mobile city bike repair shops, the latter for repairs on the spot. To encourage even more citizens to use their bicycle for transportation, The City of Copenhagen systematically expands the net of bicycle lanes and routes.
Other links	www.bicyklen.dk
Other Crucial Dimensions	
Hybrid orientation	Use
Community as service	No
Target market	B2C
Revenue model	Free (20-DKK coin deposit)

Images

Product dimension



Service Dimension

