

# Call a Bike



## Hybrid Offering

**Brief description** Call a Bike is a self-service, easy-access bike rental scheme in Germany, with banks of bikes outside of metro stations and other key points.

**Hybrid offering's industry** Transportation

## Company details

**Deutsche Bahn AG**  
[www.db.de](http://www.db.de)  
Deutsche Bahn Group is an international transport and logistics services provider which operates the German railway system. Privatised in 1994, the company currently employs some 220,000 people.

**Company's industry** Transportation

**Country of origin** Germany

## Dimensions

**Product dimension** Bike rental is possible in the cities of Berlin, Frankfurt, Cologne, Munich, Stuttgart and Karlsruhe after a registration over the telephone or internet. Service stations are located in selected populated areas (e.g. total of three stations in Munich).

**Service dimension** To rent a bike, users call the number on the bike in order to obtain a password code to unlock the bike.

**Other links** [www.callabike-interaktiv.de](http://www.callabike-interaktiv.de)

## Other Crucial Dimensions

**Hybrid orientation** Use oriented

**Community as service** No

**Target market** B2C

**Revenue model** Registration deposit of € 5; pay per use: €0.08 per minute of cycling time, or weekly flat rate (€ 60)

## Images

Product dimension



Service Dimension

