

Term report of research master
Transports, land use and networks

Vélo'v®: a mobility service to transfer?

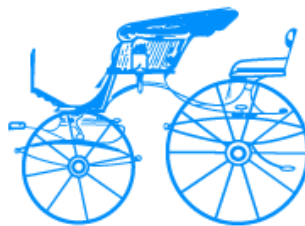
Comparison of 7 street based rental bicycle services in 10 European cities

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RESUME

Si la France est mondialement connue pour le « Tour de France », elle l'est nettement moins pour le vélo en tant que mode de déplacement. Pourtant, grâce aux *Vélo 'v*®, la ville de Lyon est le lieu de toutes les attentions pour un vélo... urbain. Quelles sont les particularités de ce nouveau service de mobilité, exploité par une entreprise de communication externe et de mobilier urbain, pour attirer l'attention de représentants venant du monde entier, y compris de pays à forte tradition cycliste ? Aujourd'hui, aucune étude n'a clairement défini ce nouveau service, ce nouveau marché et ses principaux acteurs. La réalisation d'une étude de terrain comparant les différents systèmes de location de vélo sur le domaine public en Europe permet de mettre en lumière les raisons d'un tel succès et ... de ses limites. Une analyse économique approfondie de ce marché nous informera sur les jeux d'acteurs entre opérateurs privés et pouvoirs publics.

ABSTRACT

If the Tour de France is world recognized, France is not well known as a bicycle friendly country for daily trips. However, thanks to *Vélo 'v*®, the city of Lyon is paid attention for ... urban bikes. What are the particular characteristics of this new mobility service, operated by an outdoor company that attracts worldwide delegates, including from the strongest bicycle friendly countries? Until now, no surveys clearly define this new service, this new market and the main participants. A comparison between all street based rent-a-bike services in Europe from a field survey able to understand the reasons of this unexpected success and its limits. Then, an economic analysis of this new market informs us about game actors between private operators and public authorities.

MOTS CLES

- Vélo, Bicyclette, Deux roues non motorisé, Mode doux
- *Vélo'v*®, Call a Bike, Smart Bike, vélo public, vélo partagé
- Service automatisé de location vélos sur l'espace public, Location de vélos en libre service, Location de vélos très courte durée,
- Politique cyclable, Service de mobilité, Service public, Coût généralisé, Choix modal, Mobilité quotidienne, Représentations sociales, Théorie comportementale
- Industrie de réseau, PPP, Incitations.

KEY WORDS

- Bike, Bicycle, Two wheels non motorised, Mild mode
- *Vélo'v*, Call a Bike, Smart Bike, bike sharing, public bikes
- Street based rent a bike system, Self service rent a bike, Very short term rent a bike, Automatic rent a bike
- Bicycle policy, Mobility service, Public service, Generalised cost, Modal choice, Daily mobility, Social representations, Behaviour theory
- Network industry, Public Private Partnership, Incentives.

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