



Utrecht, 18 september 2009

Utrecht, September 18, 2009 Stay Safe Mobile Bike Contest The Cyclists organize an open ideas competition to design a safe, senior-friendly bicycle, Stay Secure Mobile Bike. Result is that seniors are increasingly mobile and increasingly use bicycles. One of the reasons for seniors, often with regret, to stop cycling is perceived insecurity. This applies both to problems with the control of the bicycle (on and off, equilibrium at low speeds) and with the handling of traffic (overview of other traffic, eyes and ears are less) and road (thereby anticipate reduced response holes in the road more difficult). Cyclists will find the important people as long as possible to enjoy safe cycling and therefore supports the competition out. The starting point of the contest is that seniors and others with any physical discomfort comfortably be able to continue cycling. The purpose of this competition is twofold: 1. Generating solutions to the problem. 2. Awareness among designers of bicycles for the problems of seniors. This contest is about cycling related products which include • a completely new bike • Features to an existing bike to adjust • parts, accessories to an existing bike to add. The ideas must be realistic, so there is a risk that the market they pick. The Cyclists will use its contacts to the winning idea to bring to the attention of designers and bicycle manufacturers. The best results from the ideas competition will be on the Bike and Walking Fair on 27/28 February 2010 are shown. The public is invited as a vote on the best design for the audience. Also, here the winning idea in the jury announced. The jury is composed Carian van der Sman (Consumer Safety), Prof. ir Matthijs van Dijk (TU Delft), Nelleke Verschoor (Union CBE), Maurice Manders (BOVAG) and Hugo van der Steenhoven (Cyclists). This competition is organized by the Cyclists under Stay Secure Mobile. Stay Safe Mobile is a program to encourage the mobility of seniors. In this project, many parties together, including the ANBO, Ministry of Transport, ANWB and VVN. The program aims to improve road safety for seniors at constant or increasing mobility. More information about the contest, the contest rules and the program are to Stay Safe www.fietzersbond.nl Cellular / Mobile Stay safe cycling and www.blijfveiligmobiel.nl

Note for editors: For more information, visit these websites and information services of the Cyclists, 030-2918171