Electric Bike Legislation and Advocacy

Strategies to Grow the U.S. Market

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Challenge Facing the E-bike Industry

• From the August 2014 report, *Regulations of E-bikes in North America*, it is evident there is confusion about what electric bikes are.
  – Scooter-style Electric Bike (SSEB)
  – Bicycle-style Electric Bike (BSEB)
Goal of the E-bike Industry

• In order to overcome the challenge of defining electric bikes in the U.S., the industry needs to establish standards for electric bikes.
  – Standardize public perception (SSEB and/or BSEB); and
  – Standardize statutory definitions (federal, state, local, Uniform Vehicle Code (UVC)).
Developing and Implementing a Solution

• Via legislation and advocacy at the federal, state and local level, the electric bike industry can clarify public perception and statutory definitions.
  – Achieve industry consensus.
  – Conduct public outreach.
  – Pursue legislative changes.
Industry Consensus

- Define industry goals: What levels of e-bikes should avoid NHTSA regulation?
- Establish benefit, need and use of electric bikes, and justification to define various levels of electric bikes/avoid NHTSA regulation.
- Agree upon updated definition/classifications of electric bikes.
Public Outreach

- Host demos/ride-and-drives to clarify public perception of e-bikes.
- Build a coalition of support: cycling, electrification, autos, wellness, seniors, etc.
Legislative Changes

• Pursue amendment to Consumer Product Safety Commission (CPSC) definition of *low-speed electric bike*.
  – Educate members of Congress;
  – Identify House/Senate sponsors and cosponsors; and
• Pursue change to Uniform Vehicle Code to reflect existence of electric bikes (process has been initiated to align with CPSC definition) and/or pursue model state legislation.
Enjoy Market Growth!

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