


From: 
To: [Clean Cars](#)
Subject: Clean car discount submission
Date: Tuesday, 20 August 2019 4:30:33 PM

Kia ora,

My name is Kirsty Wild, and I am a transport researcher in the School of Population Health, The University of Auckland.

I would like to make the following submission on the clean car discount:

I support the clean car discount, and I would like to request that it be extended to electric bicycles. Extending the clean car discount to electric bicycles is an important way to reduce carbon emissions within New Zealand's transport sector.

There is a significant body of research showing that use of electric bicycles results in a moderate reduction in both car use and carbon emissions. In a review of the research on electric bikes and mode shift Intelligent Energy Europe concludes that e-bike use reduces car travel by an average of 900km per year, saving 108kg CO₂ per year¹. Based on these estimates, the 47,000 new electric bikes imported into New Zealand in 2018 saved an estimated 5076 tonnes of CO₂. This is likely to be a conservative estimate; however, with most studies showing average car use reduction rates of between 20-70% depending on cycling conditions within a city². Despite these carbon savings, however, both New Zealand and international research shows that the high perceived cost of electric bikes continues to act as a barrier to consumers purchasing an electric bicycle, even amongst middle and higher income earners³. This research shows that, like in most other English-speaking countries, as transport cycling has declined New Zealanders have come to understand bicycles as a relatively low-cost piece of leisure equipment, therefore, there is considerable consumer anxiety associated with purchasing higher cost transport bicycles, such as e-bikes.

Our New Zealand research identified subsidies for electric bicycles, such as the Mercury Energy discount, as an important factor in encouraging consumers to overcome price-related anxieties around purchasing an electric bicycle. Therefore I believe that extending the clean car discount to electric bicycles will be an effective way to increase e-bike uptake and to reduce transport-related carbon emissions.

1 Intelligent Energy Europe. PRESTO cycling policy guide: Electric bicycles. (Intelligent Energy Europe, Belgium, 2010).

2 Cairns, S., Behrendt, F., Raffo, D., Beaumont, C. & Kiefer, C. Electrically-assisted bikes: Potential impacts on travel behaviour. *Transportation Research Part A: Policy and Practice* **103**, 327-342, doi:<https://doi.org/10.1016/j.tra.2017.03.007> (2017).

3 Wild, K. & Woodward, A. *Electric City: E-bikes and the future of cycling in New Zealand* (University of Auckland, Auckland, 2018).

Kind regards,

Dr. Kirsty Wild

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www.futureofthebike.auckland.ac.nz