



# 摩拜与可持续城市

## Sustainable city with Mobike

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OUR MISSION

我们的使命

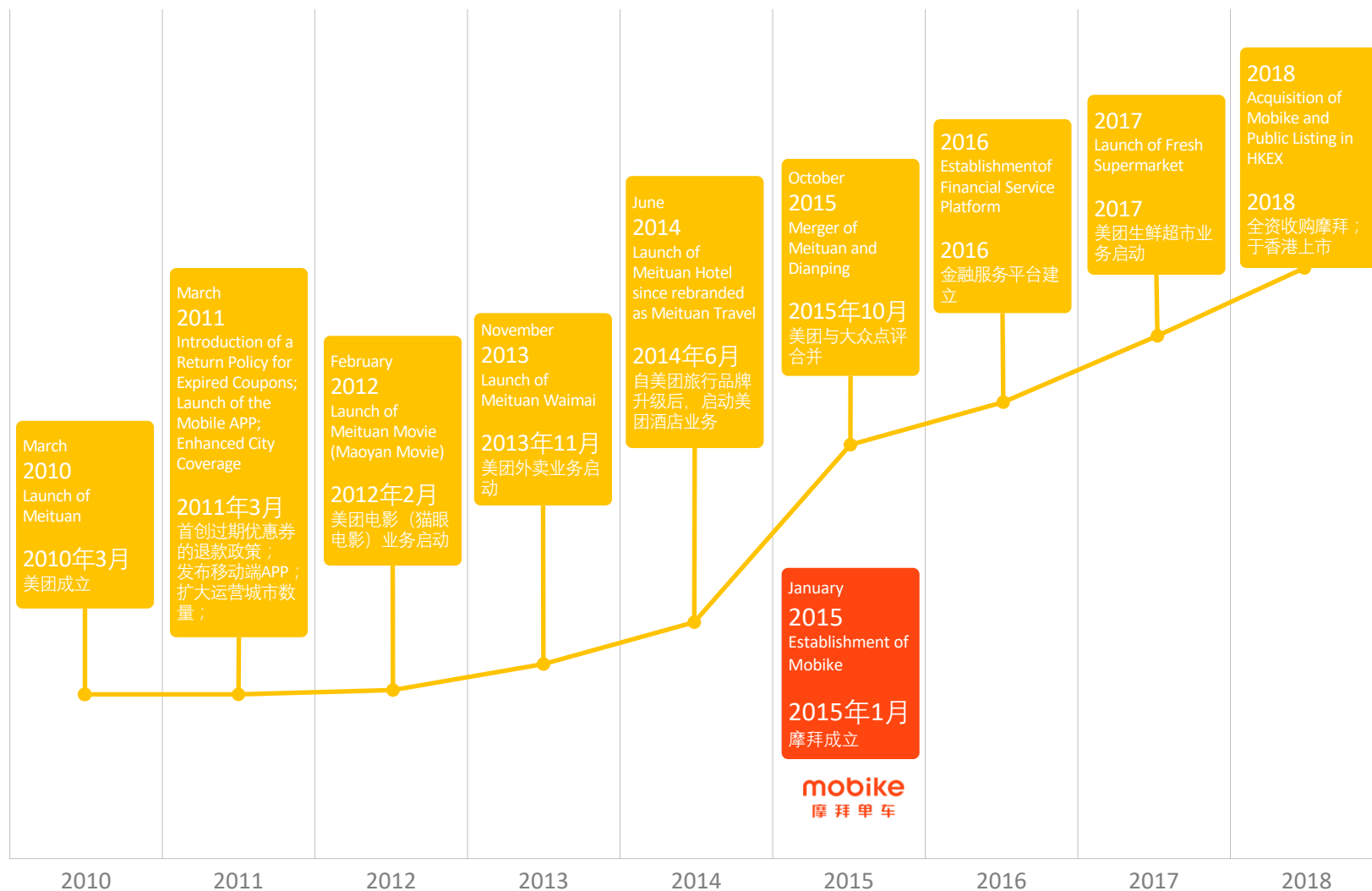
WE HELP PEOPLE

EAT BETTER LIVE BETTER

帮大家吃得更好 生活更好

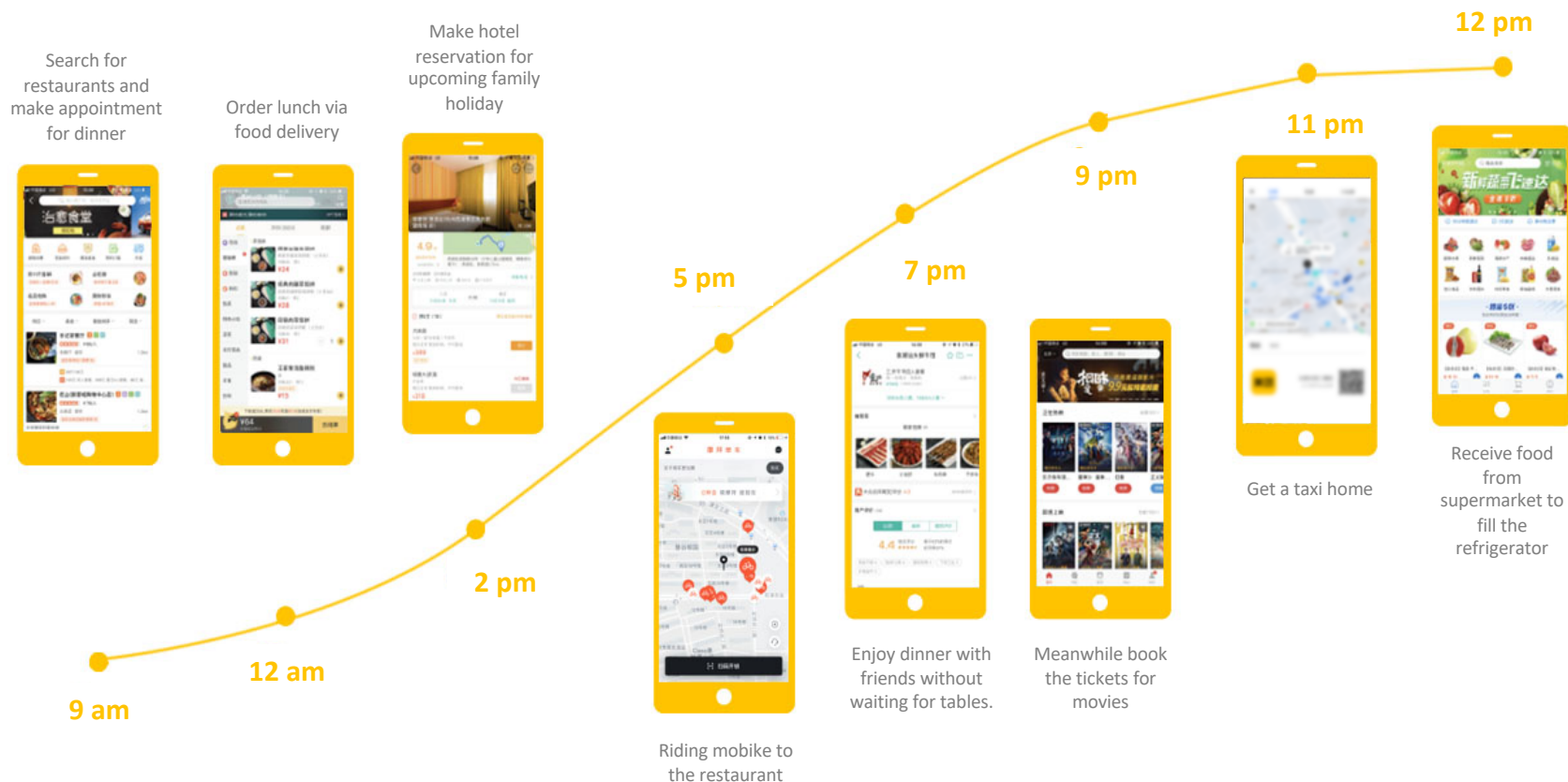
# Our History

## 我们的历史



# One day with Meituan

## 使用美团的一天







Reintroduce the bikes to the city

让自行车回归城市

## Innovation of Mobike 摩拜的创新



Bike  
车

+



Smart lock withGPS  
带GPS的智能锁

+



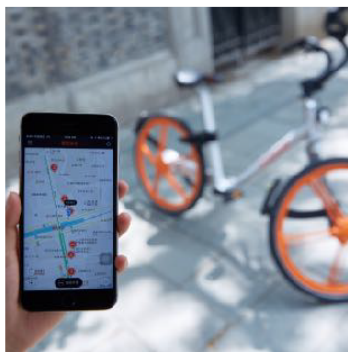
AI+big data  
人工智能+大数据

+



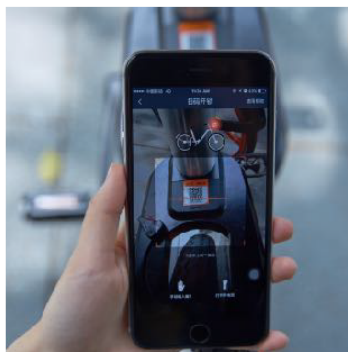
Preferred location  
推荐停车点

Easy to use  
易用



**Find/Reserve**

APP找车/预约



**Unlock**

扫码解锁



**Ride**

轻松骑行

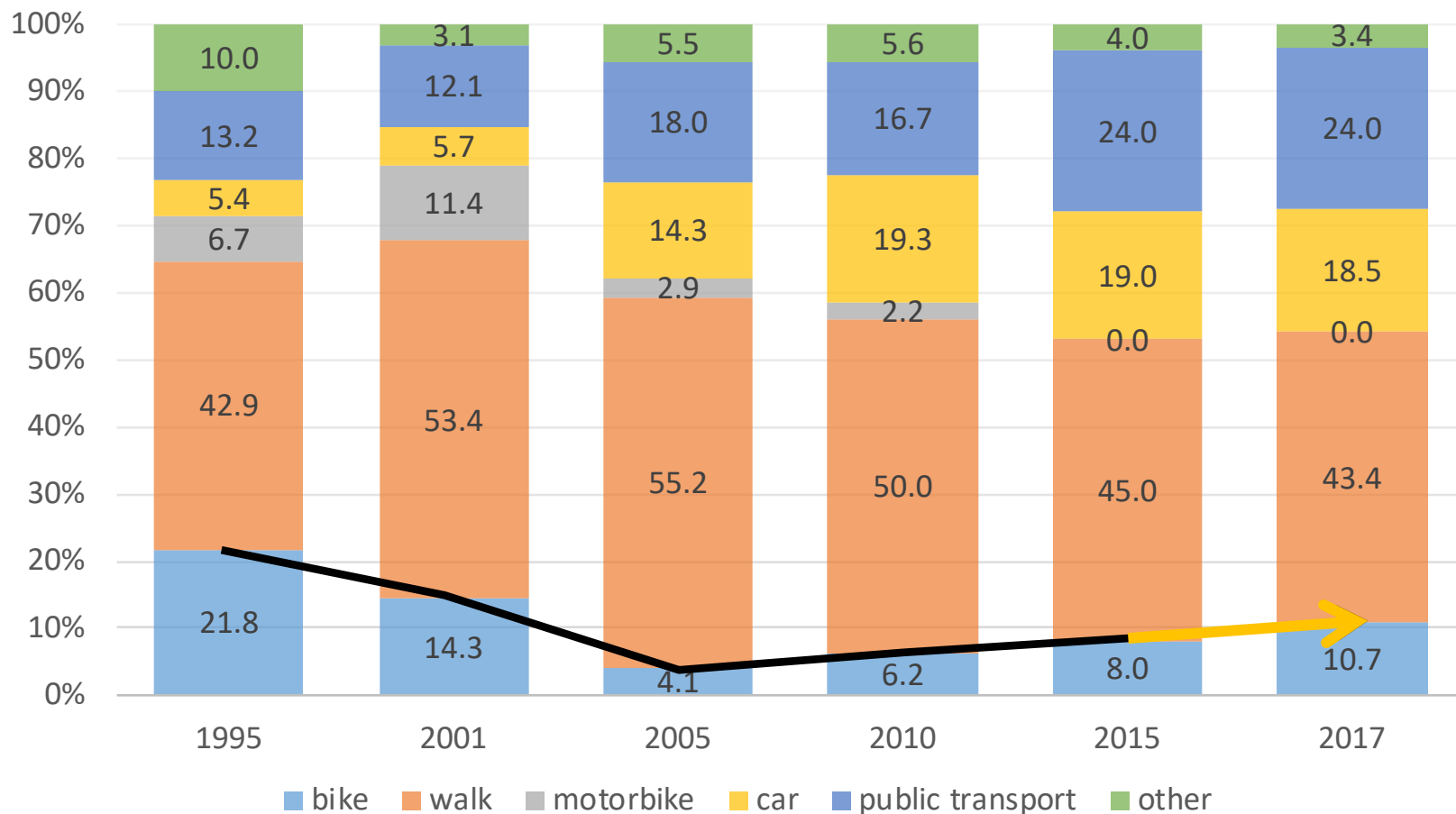


**Lock**

无桩锁车

## Change the decreasing trend of bike trips

快速提升了不断下降的自行车交通占比



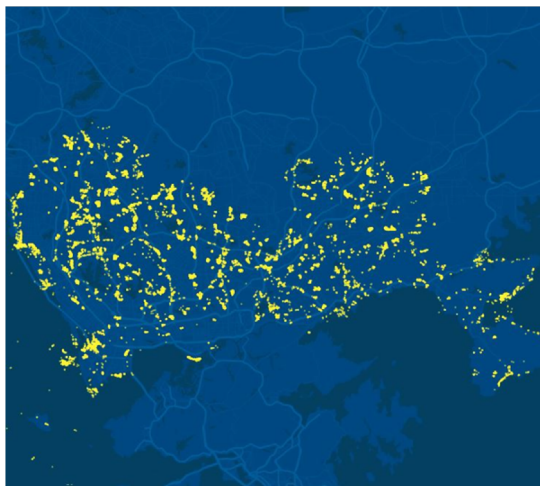
Data of Shenzhen

## Extend the coverage of public transportation

### 延伸了公共交通的覆盖率

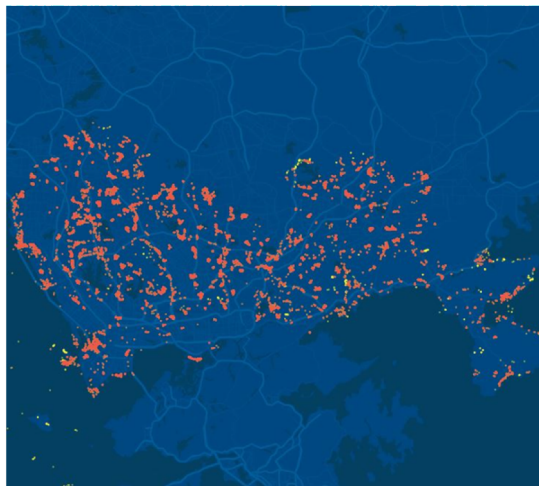
Cover 99.34% of area that public transportation was difficult to reach

覆盖了99.34%公交难以到达的区域



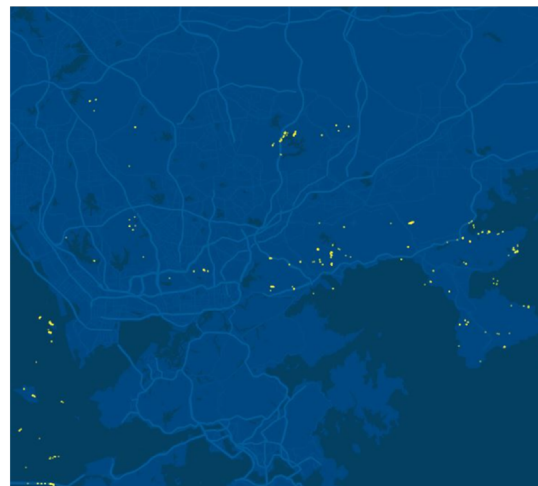
Area has low accessibility of public transportation

低公交覆盖率的区域



Extended coverage with mobike

通过摩拜扩大的覆盖区域



Resulting area with low accessibility

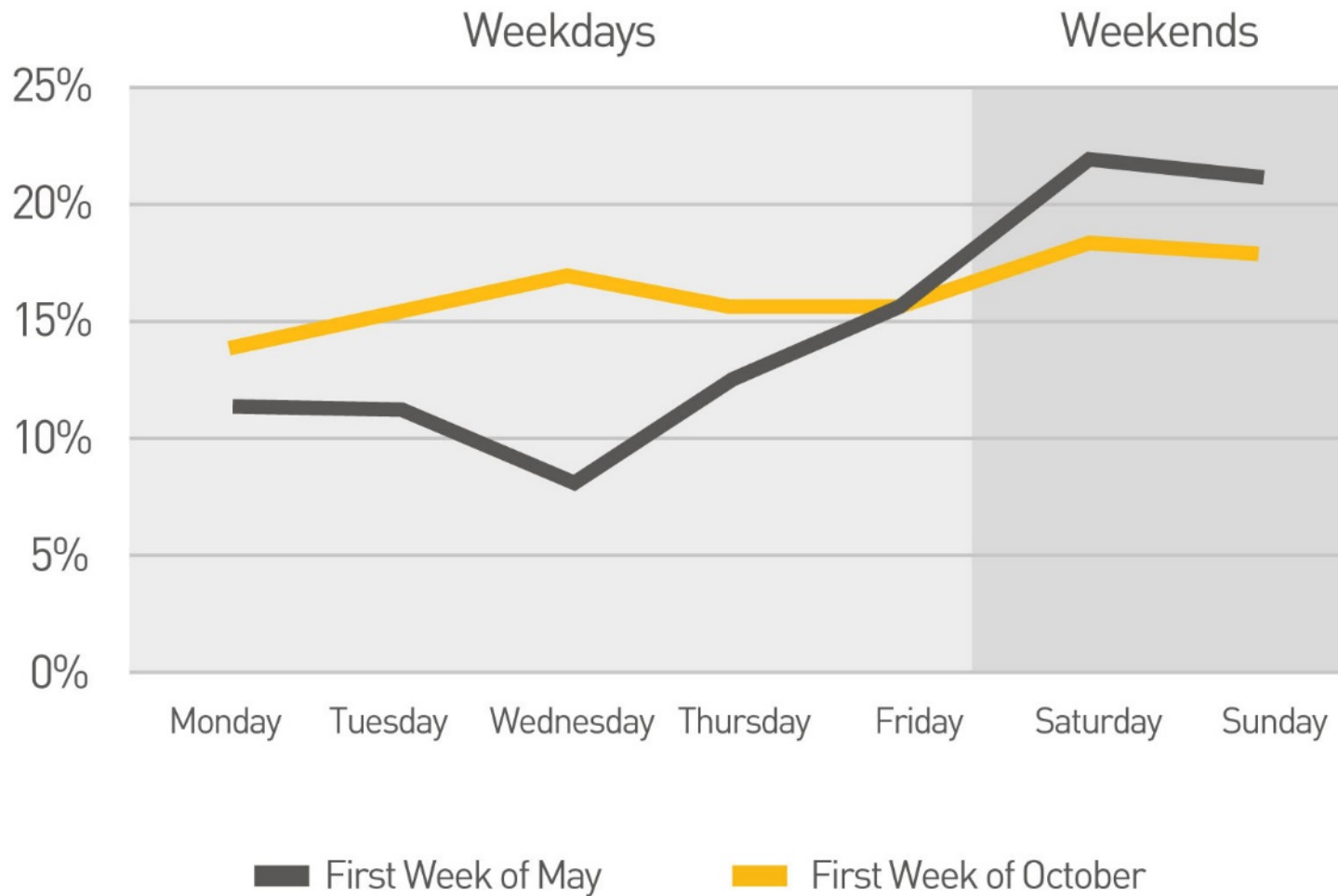
低可达性区域明显降低

## Encourage people to cycling

改变出行结构

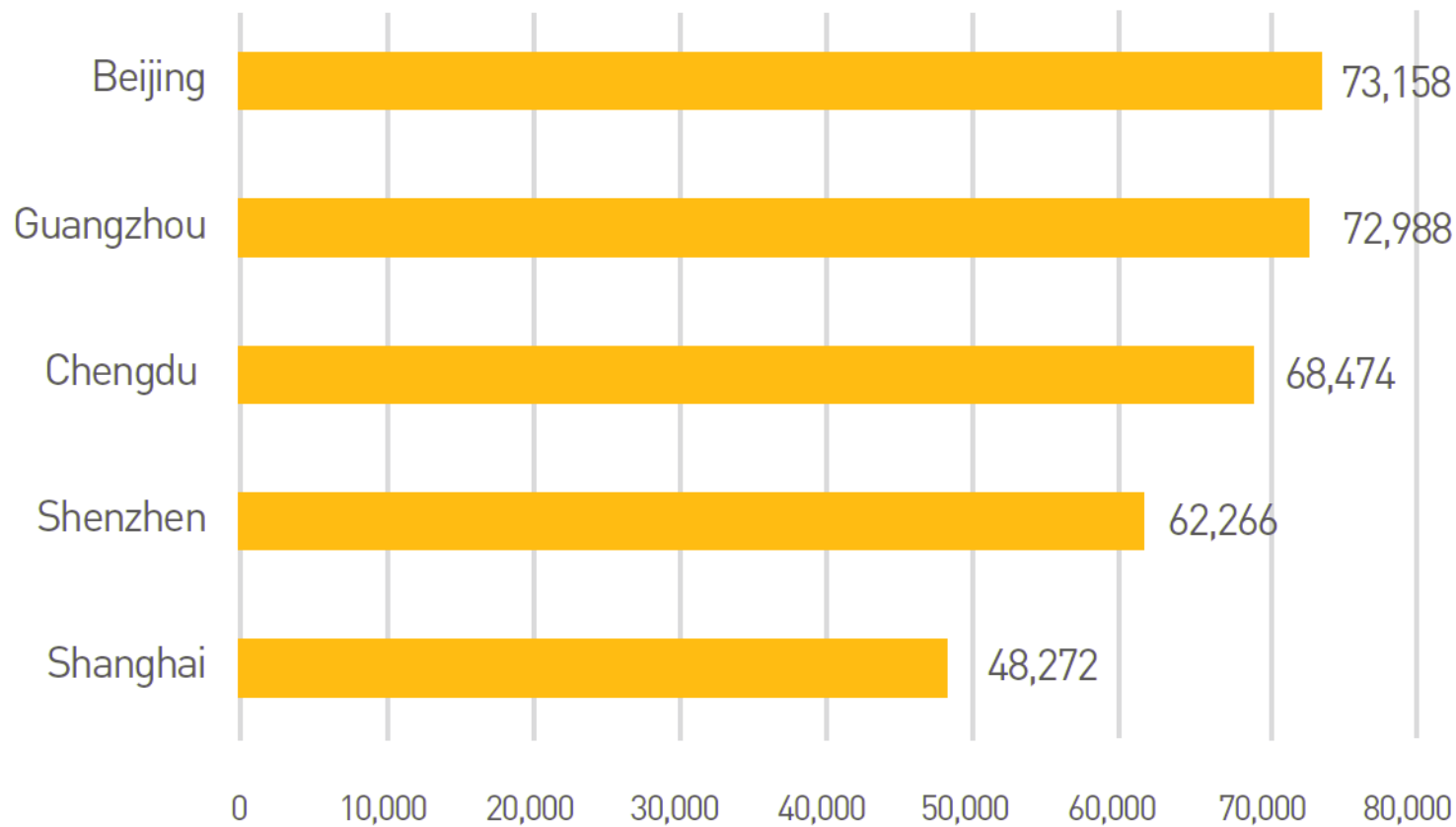


Percentage of daily trips per week



Data of Singapore

## Reduce carbon emission 减少碳排放



(source: [http://www.euro.who.int/\\_\\_data/assets/pdf\\_file/0010/352963/Heat.pdf?ua=1](http://www.euro.who.int/__data/assets/pdf_file/0010/352963/Heat.pdf?ua=1))

Provides equal opportunity  
提供平等的机会



用户性别占比（中国）  
Gender Ratio (China)



Compared to licensed motor vehicle drivers in China:  
73% male and 27% female

[source: Ministry of Public Security of China]

相比中国拥有骑车驾照的男（73%）、女（27%）比例  
数据来源于中华人民共和国公安部



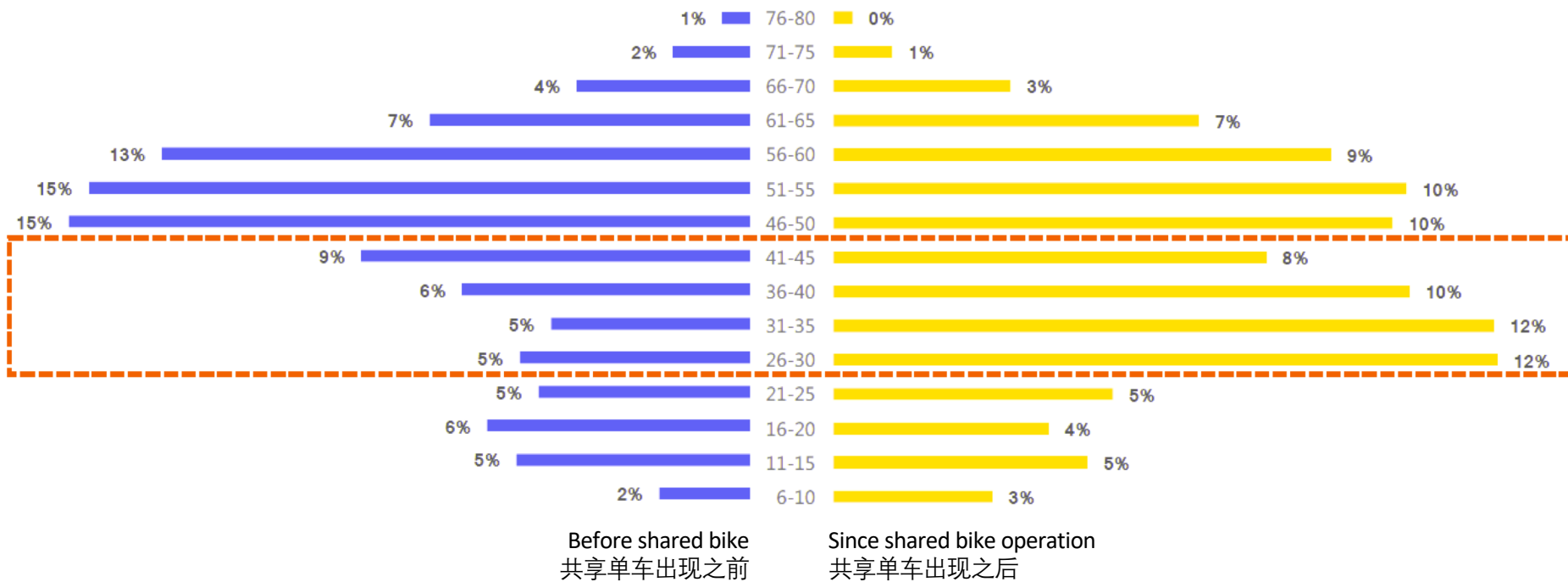
## Change cycling demography

改变了骑行的年龄构成



Demography of bicycle rider

骑行年龄构成

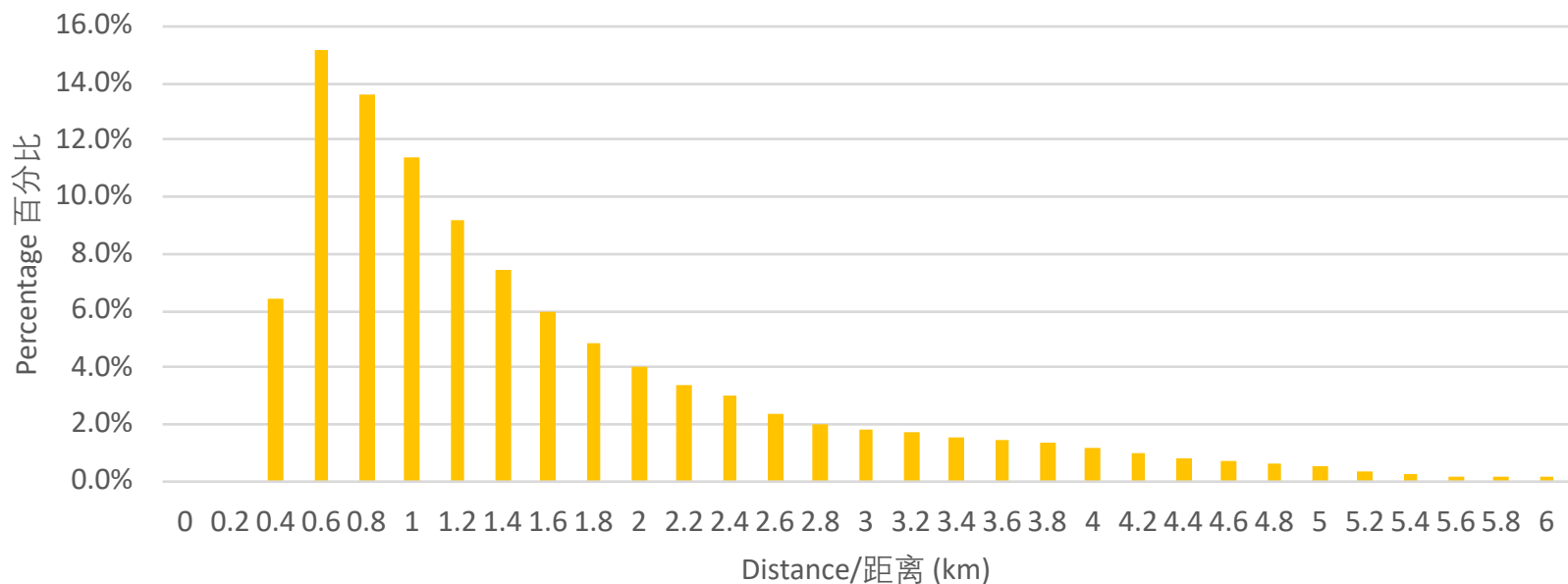


## Understand how long people travel?

了解用户的骑行习惯-距离



Data of Tianjin  
天津的数据



Majority of travel distance is between

**Tianjin 0.4-1.6 km**

大部分的骑行距离  
天津 0.4-1.6 km

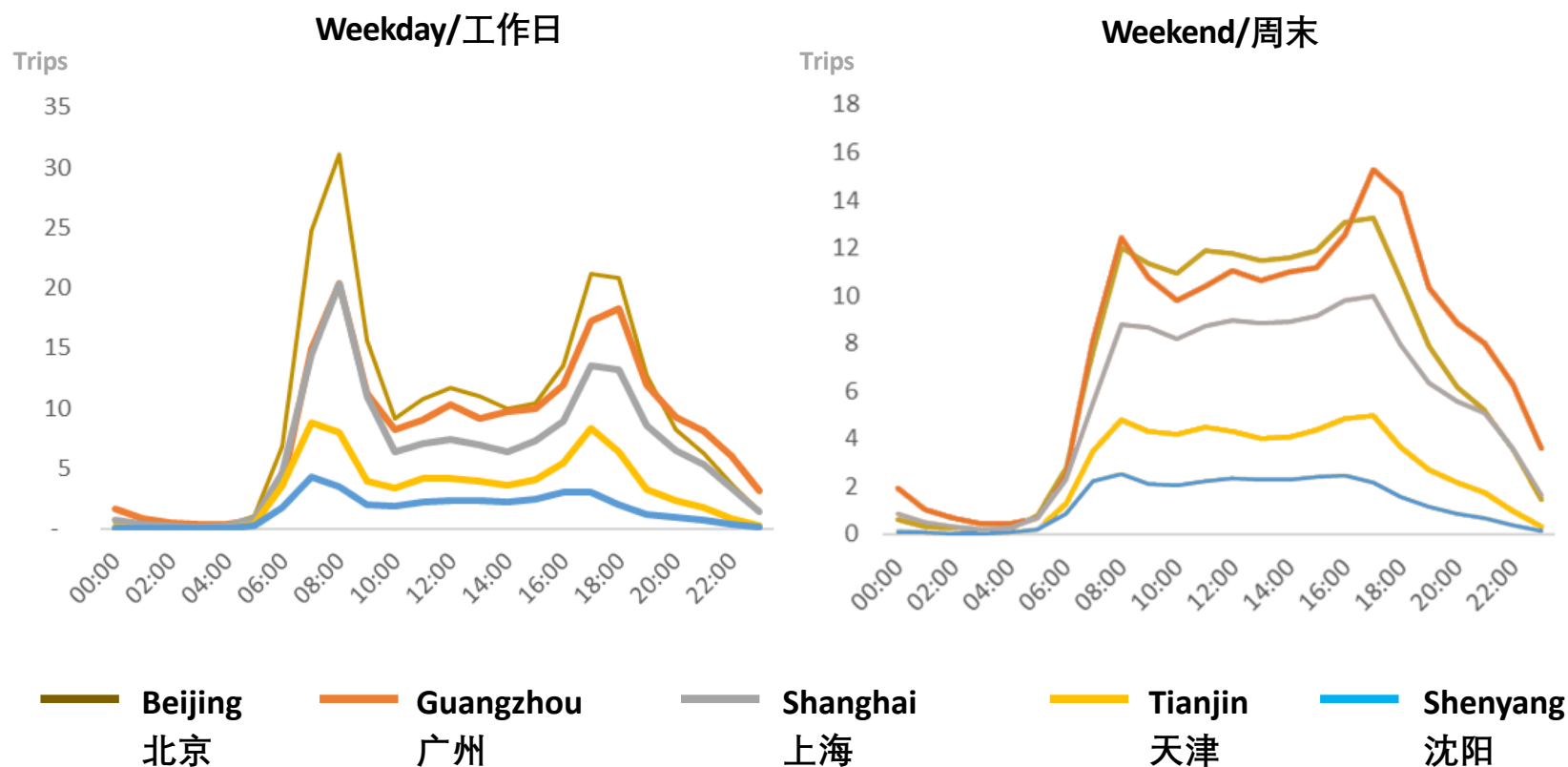
Longest average trip duration

**Sydney 23 min**

最长的平均骑行时间  
悉尼 23 min

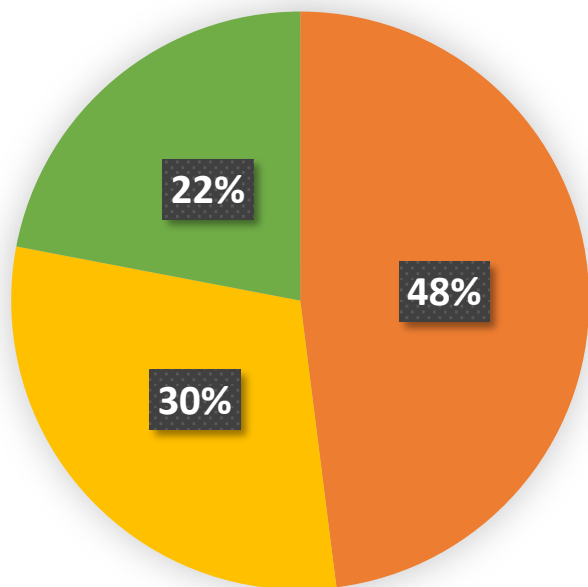
## Understand when people travel

了解用户的骑行习惯-时间

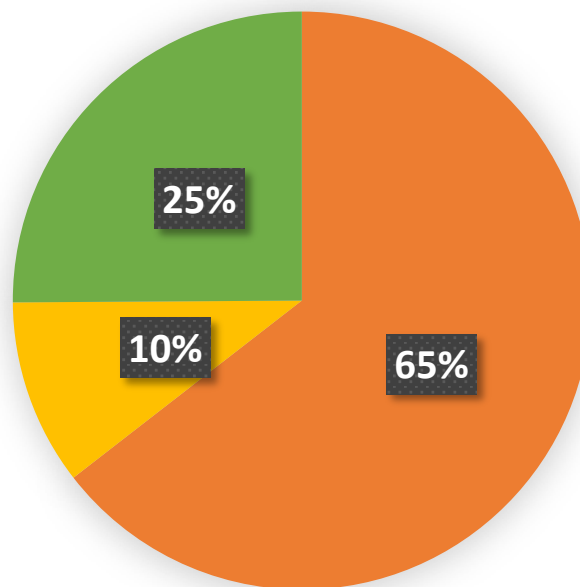


## Understand why people travel

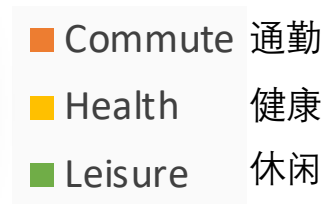
了解用户的骑行习惯-原因



Data of Singapore  
新加坡数据

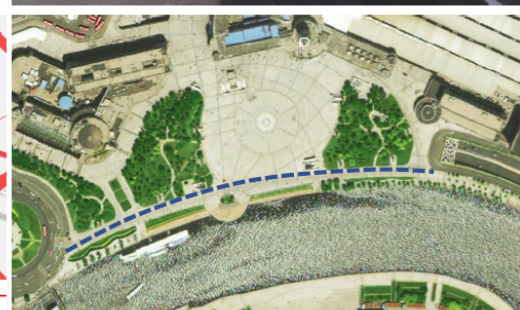
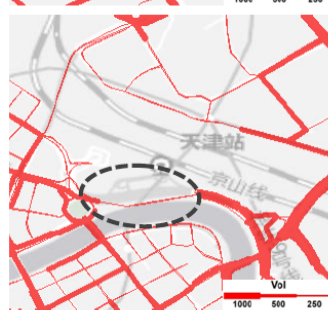
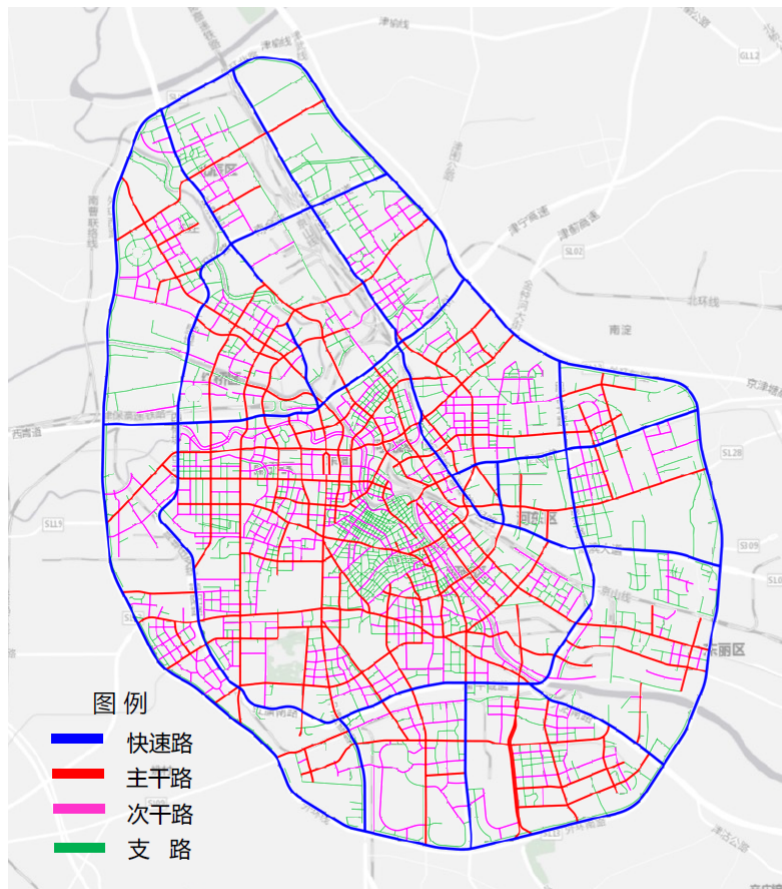


Data of Tianjin  
天津数据



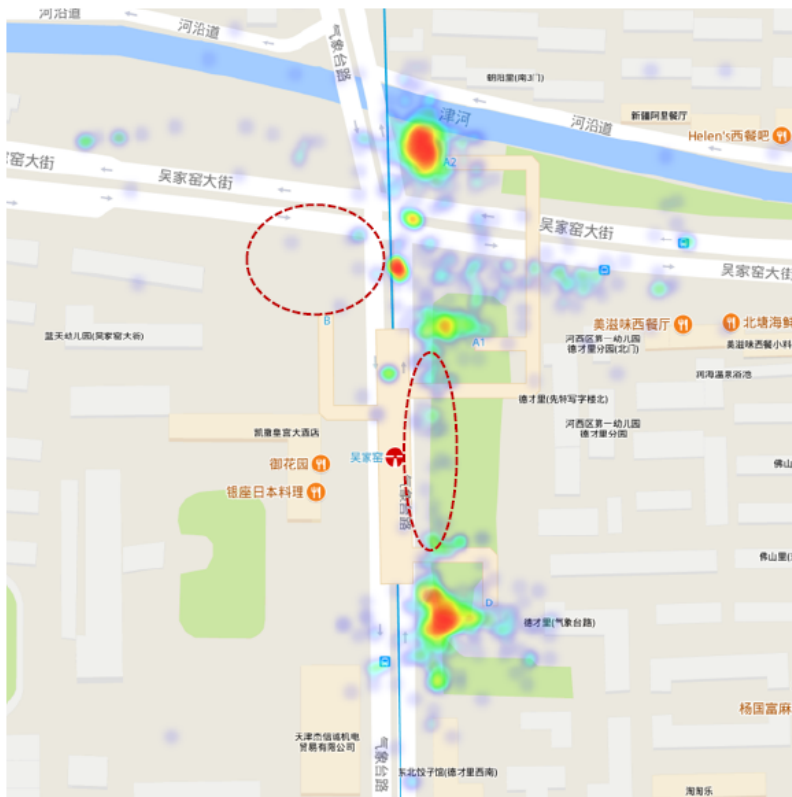
# Cycling network analysis

## 骑行网络分析

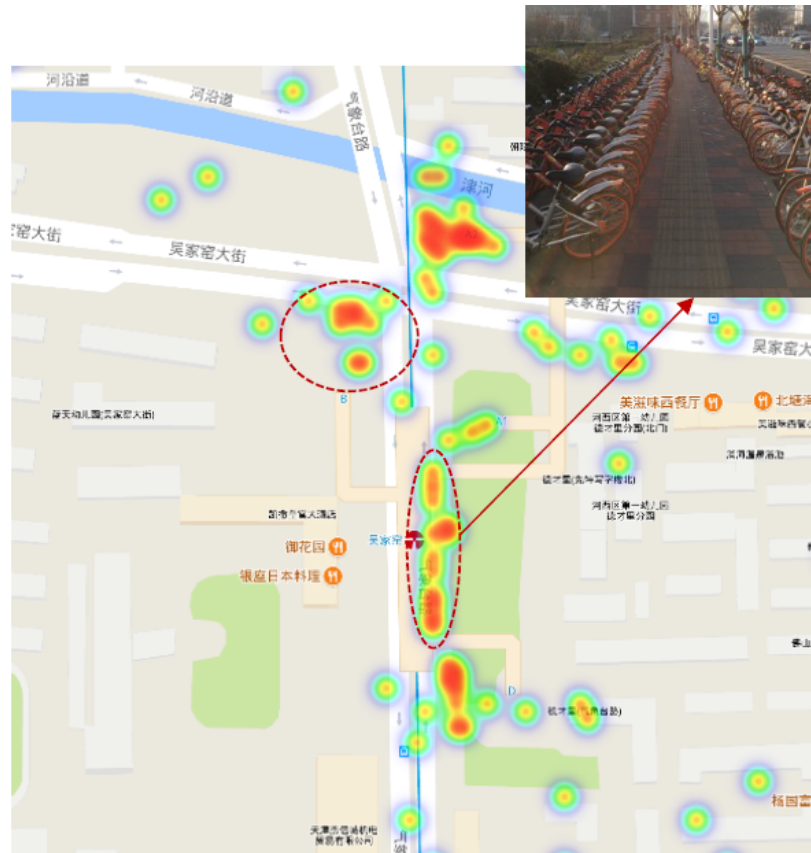


## Parking area analysis

### 停车位分析



Parking area used by users

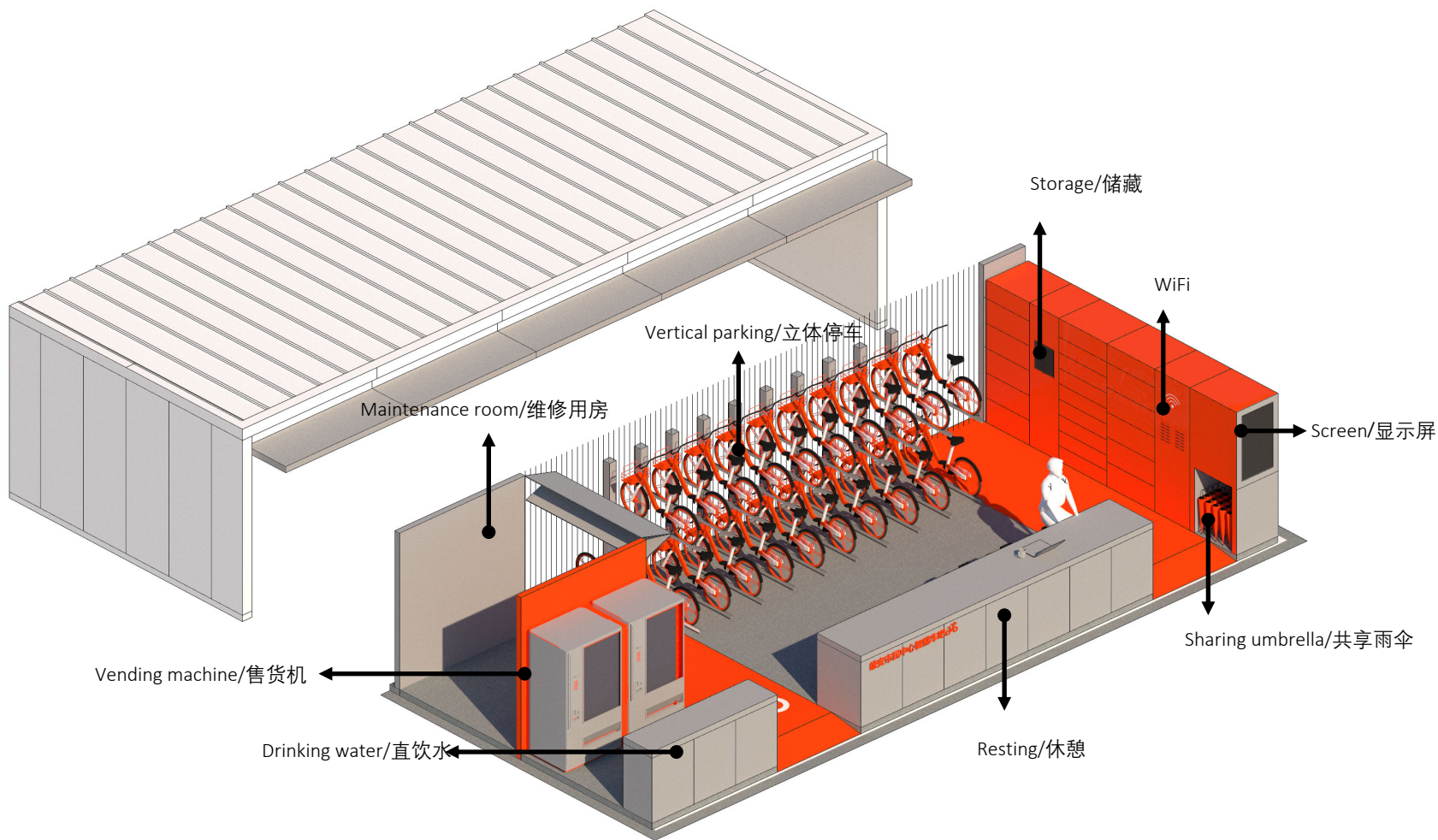


Vacant parking area



## Smart parking location

### 建设智能停车点位



Smart parking location  
建设智能停车点位

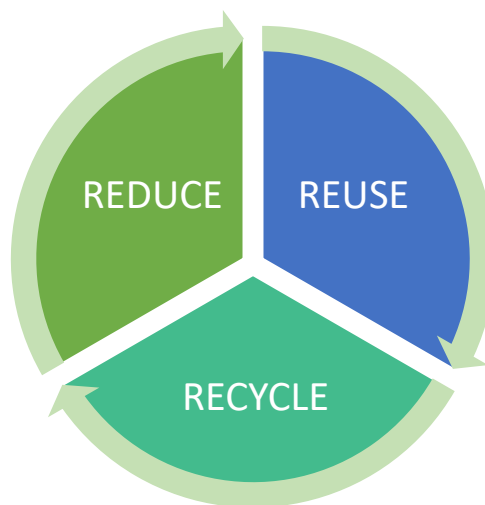




## Life cycle management 全生命周期管理



- Avoid over provision of bikes/控制总量;
- Durable bike is more sustainable/更耐久的产品;
- Life cycle tracking of bike during operation  
全生命周期追踪;
- Easy repair design/易维修设计 ;



- Compatible bike parts design/零部件通用;
- Standardized reuse process/标准复用流程;
- Reuse bike parts, including but not limited ;  
重复利用部件 :
  - Smart lock/智能锁
  - Tire and rim group/轮组
  - PV panel/太阳能板

- Accurate GPS for locating the bikes/精准定位 ;
- Tire recycled by supplier/轮胎供应商回收 ;
- Magnesium rim recycled by supplier/镁合金轮圈供应商回收 ;
- Waste no more, all the aluminum, steel and plastic are recycled by recycling company  
合规回收商回收

# Life cycle management

## 全生命周期管理



SMART AND ACCURATE  
LIFE CYCLE MANAGEMENT  
单车全生命周期智能管理

TRACEABLE COMPONENTS MAINTENANCE HISTORY  
零部件维修记录可追溯

Life cycle management  
全生命周期管理



Over **1,060,000**

**Tire recycled**

已重复使用  
106万条轮胎



Life cycle management  
全生命周期管理

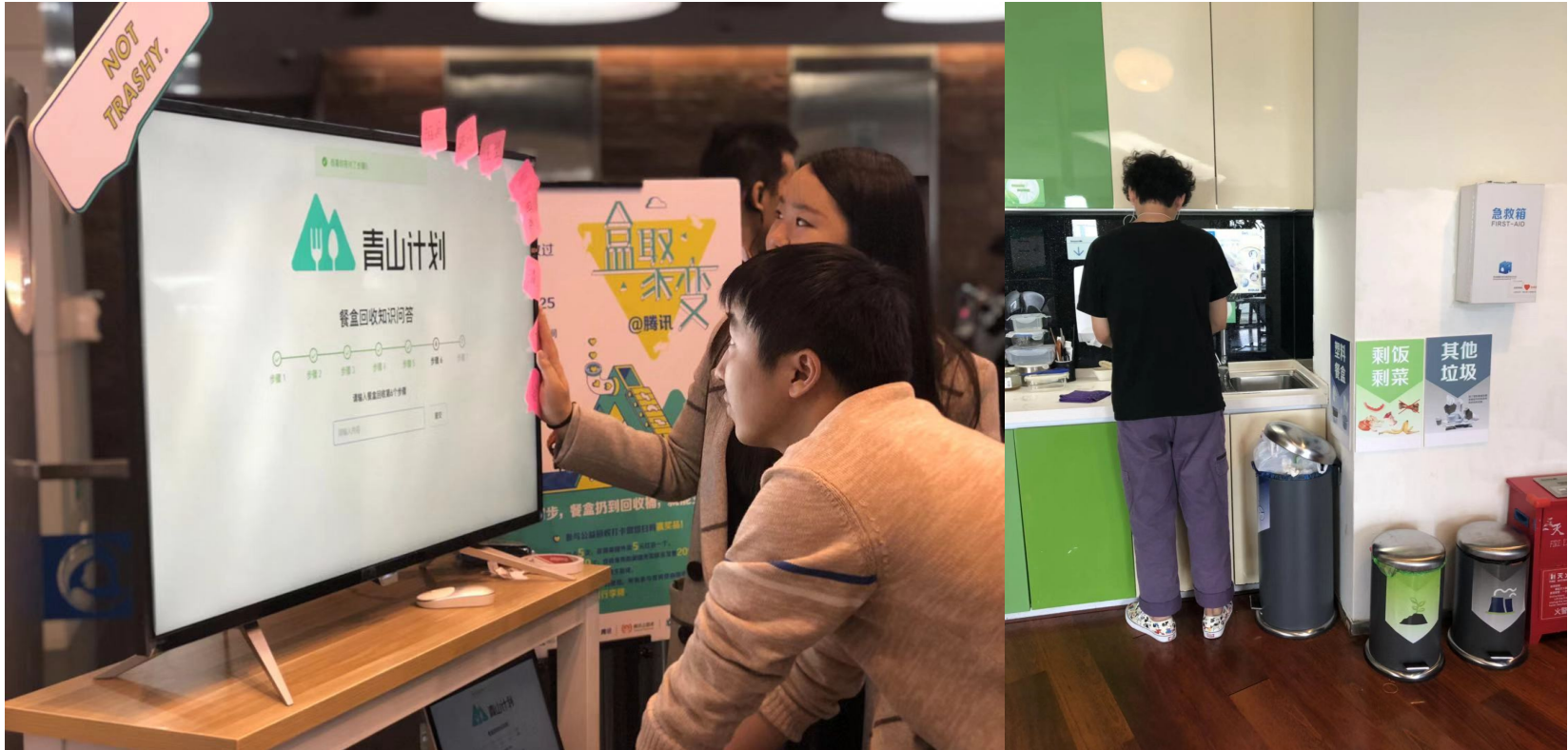


Over **1,260,000** SMART LOCK Recycled

翻新复用126万把智能锁



## Collaborating with Meituan Blue Mountain Project 与美团外卖青山计划合作





## Collaborating with Meituan Blue Mountain Project

### 与美团外卖青山计划合作



2000 Mobike equipped with fenders made from recycled lunch boxes were put on the market in 2019

在上海投放2000辆装有利用回收餐盒制成的挡泥板的单车



Work with designers to upcycle the bike scrap  
与设计师合作再生车辆零部件



## Work with supplier (Dow) to recycle the tires

### 与供应商陶氏合作回收轮胎



A playground using recycled materials from tires is donated to Yan'an Wanhua School

一块由摩拜单车报废轮胎回收加工的运动场地





Thank you

