

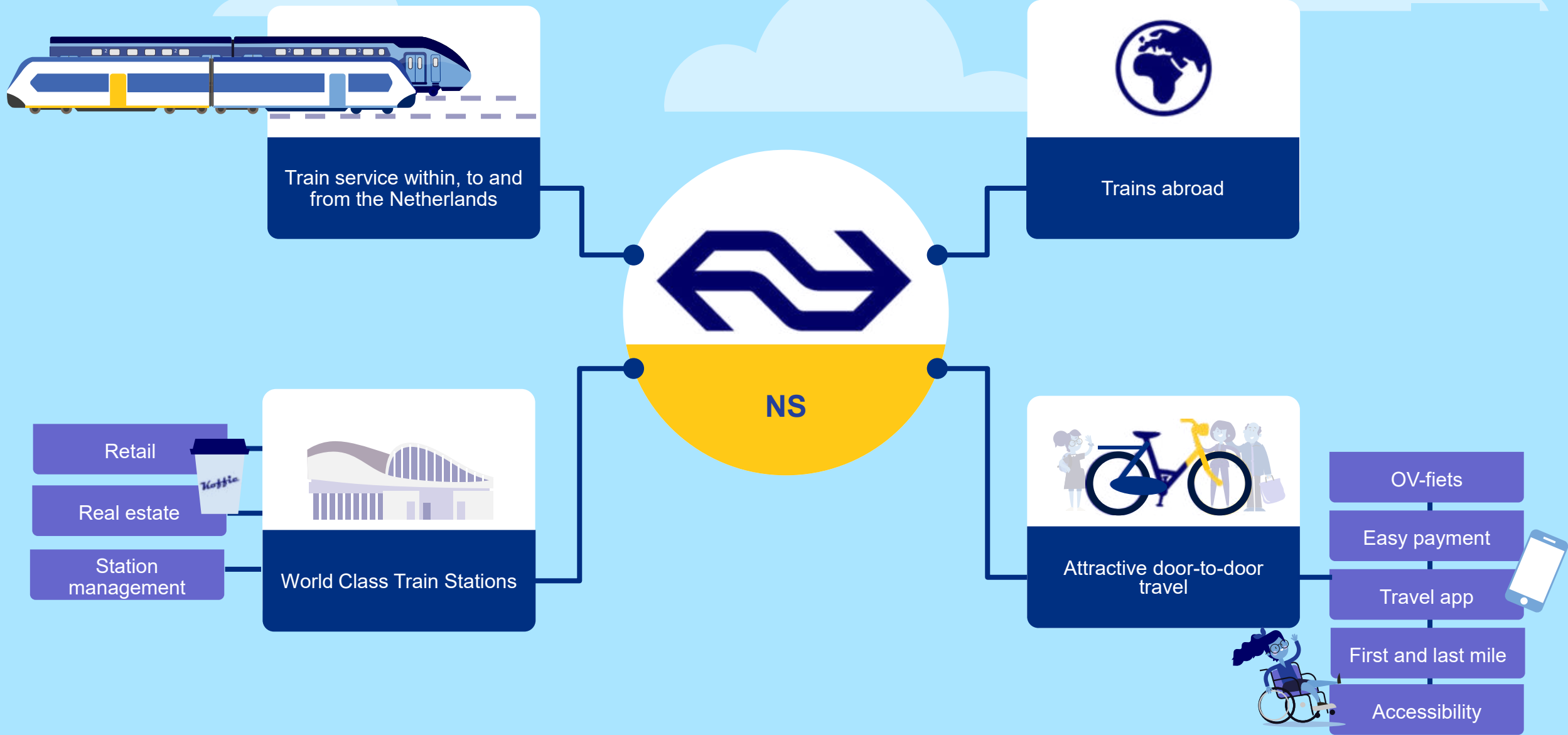
# Facilitating travellers from first to last mile

**NS Stations – Services**

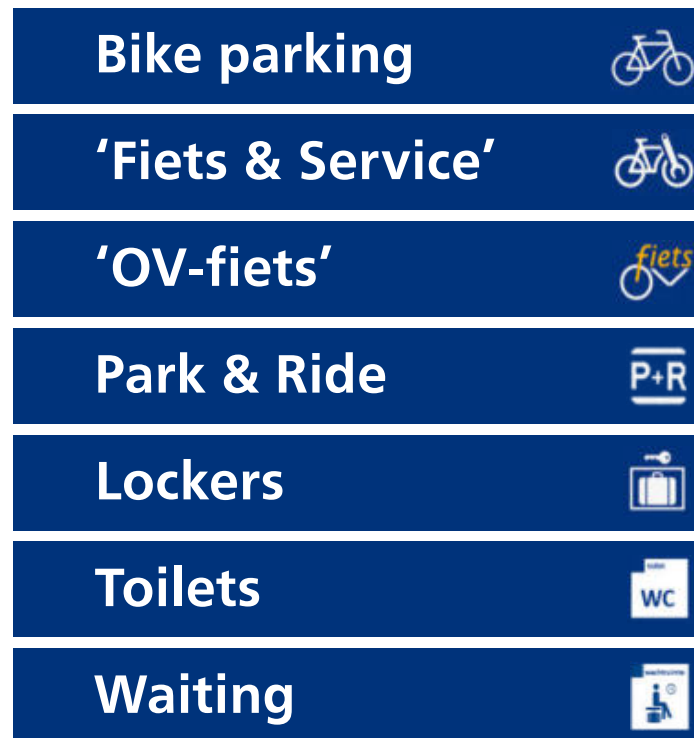
**Edward Douma – Format Manager**



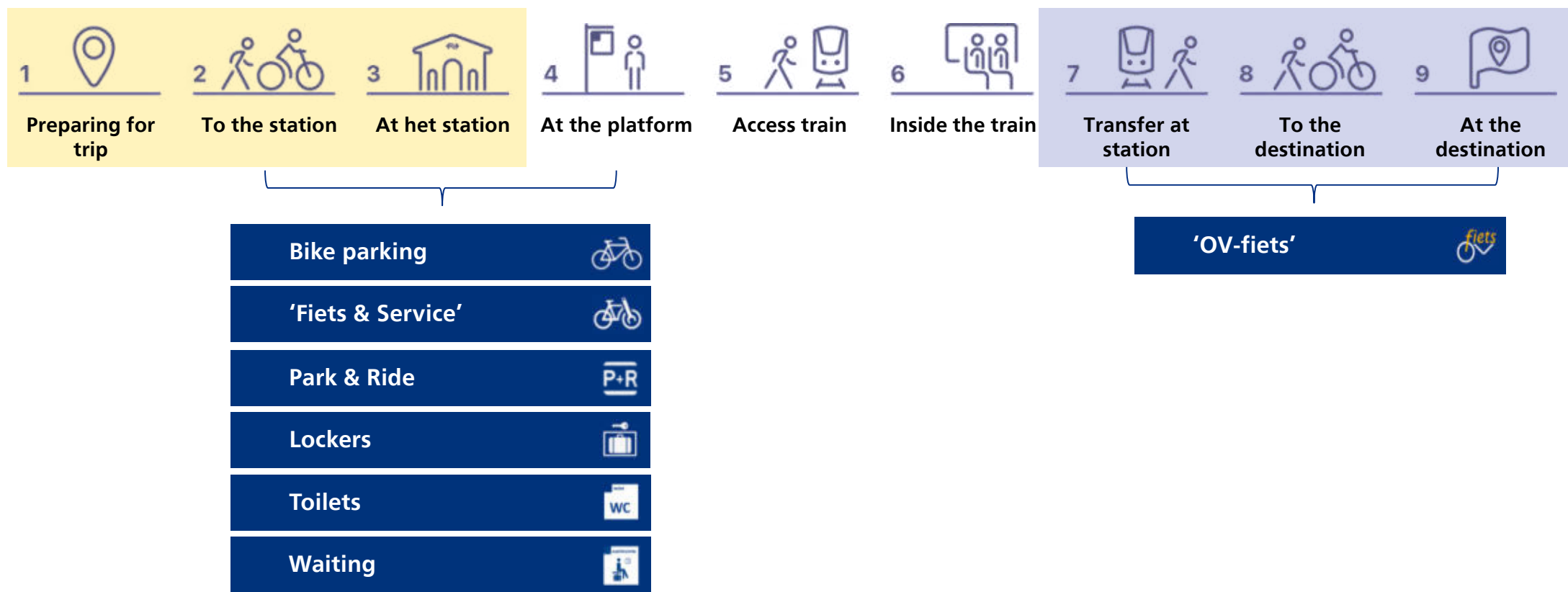
# Position of OV-fiets within NS



Realising **world class train stations** and developing a **wide range of mobility options**



The main success driver of OV-fiets is simplicity, on which each element of our pyramid is build



# OV-fiets



### Brand Insight

'If I'm using the bus, tram or metro to cover the last mile, i am **depending** on the **time table** of the **operator**. Therefore, I am bound to fixed departure times, a fixed route and fixed stops. In case of bad luck, I also risk long **waiting** times for a **connecting service**.'

## Brand Promise

'Wherever you want to go, OV-fiets is the **easiest** method to finish your last mile. **Grab a bike, check in and take off.** Heading to a business meeting, visit family, going out with friends or just because you want to enjoy being outside while heading towards your destination. **The route? That's up to you** of course!'

**22.000**  
OV-fietsen at **300**  
train stations  
& PT-hubs.



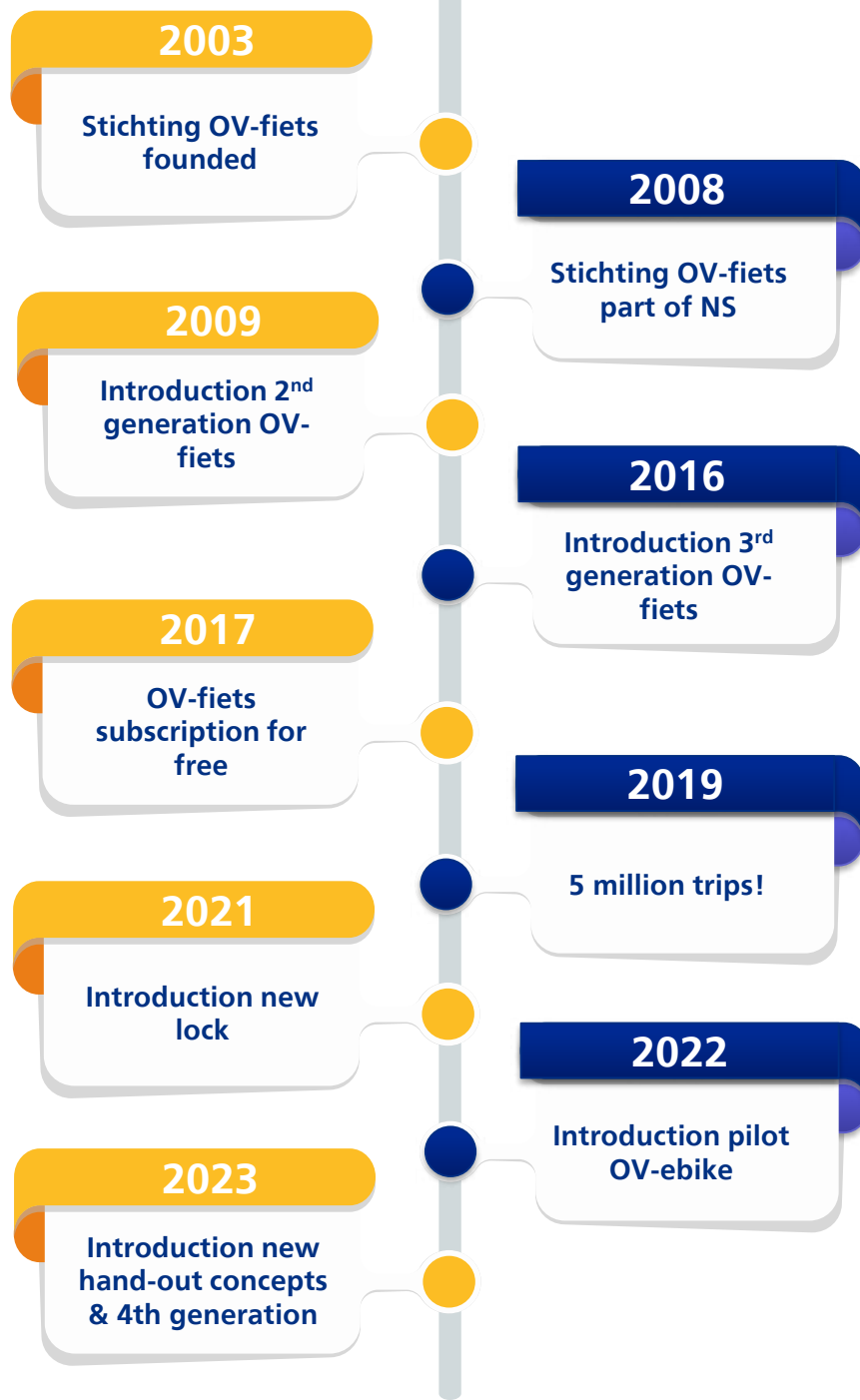




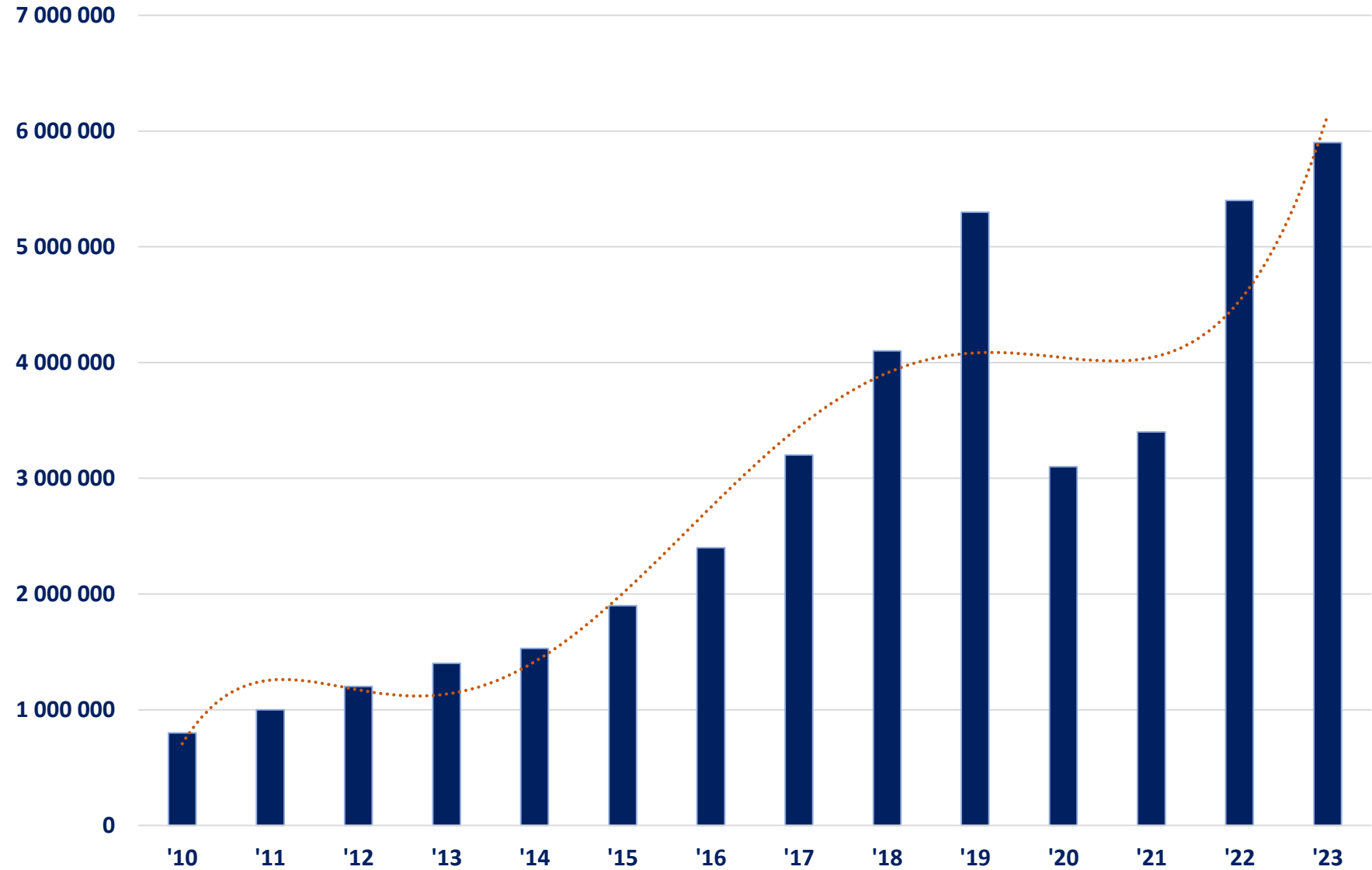
A woman with blonde hair, wearing a brown vest over a plaid shirt and green pants, is leaning over a row of blue bicycles in a large indoor parking lot. She is looking at the handlebars of one of the bikes. The parking lot is filled with many more bicycles, mostly blue and yellow, arranged in rows. In the background, another person is visible walking and talking on a phone. The scene is brightly lit with natural light coming from large windows.

**Easy.  
Quick.  
Flexible.**





OV-fiets shows  
**steady growth** of  
usage







Focus on  
maximizing  
**availability** and a  
**clear pricing**  
**plan.**



Continuous work  
on **innovations**  
and further  
development of  
concept





A close-up photograph of a person's hand interacting with a black smart bike lock mounted on a blue bicycle frame. The hand is wearing a black and white cycling glove. The lock has a small green LED light that is illuminated. The background shows a row of similar blue bicycles with yellow accents, suggesting a bike-sharing station. The text 'Introducing the Smart bike lock.' is overlaid on a yellow rounded rectangle in the bottom left corner.

Introducing the  
**Smart bike lock.**



Rolling out **new**  
hand-out  
**concepts.**







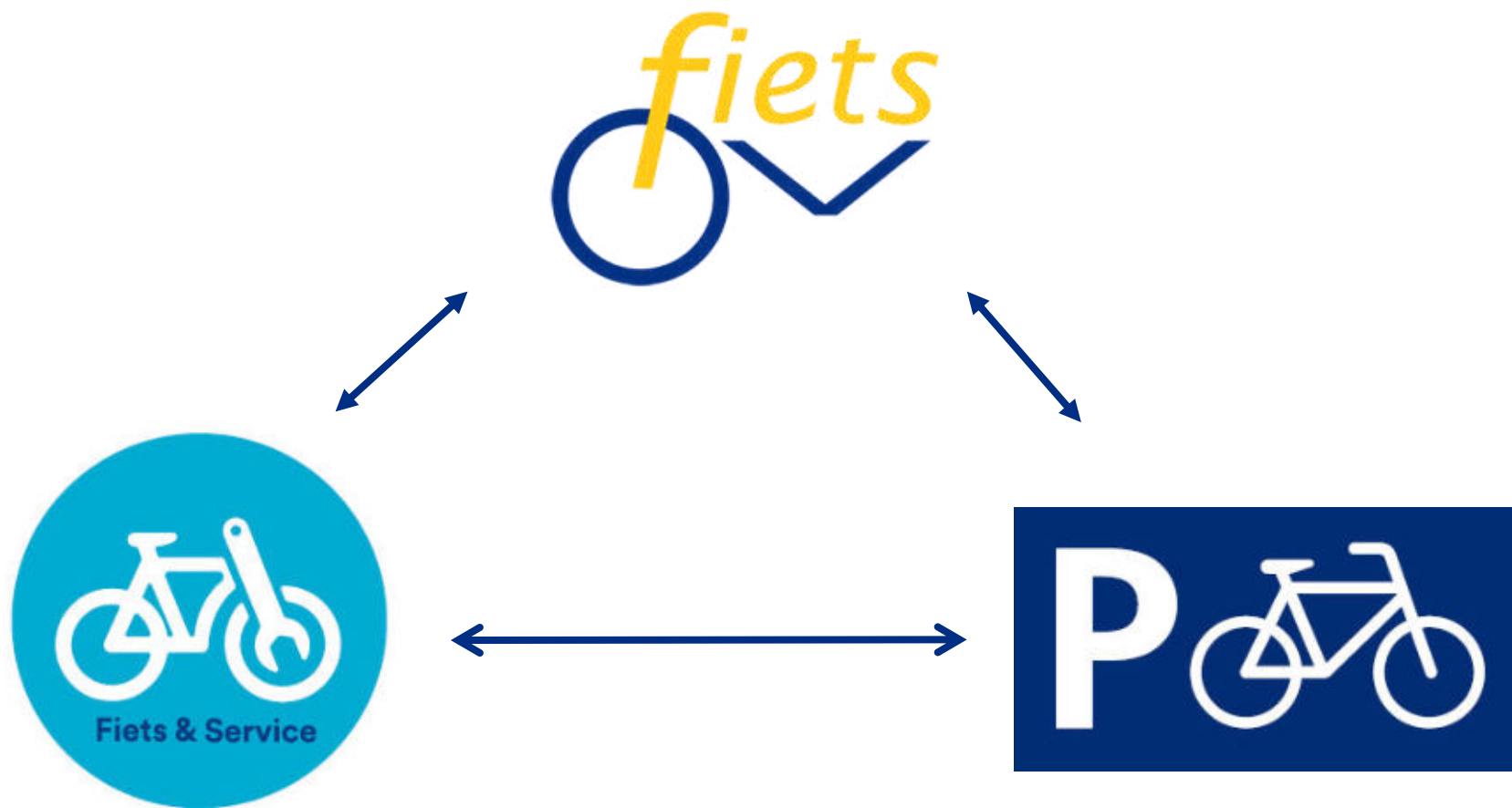
**Digital access** via  
app.

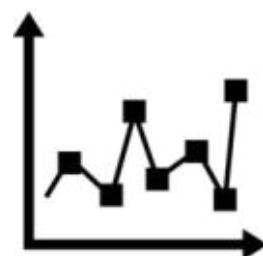


**Pilot OV-ebike  
with  
120 ebikes at  
4 train stations**



# Synergy OV-fiets, bicycle parking and Fiets & Service





### Peak moments

The demand for OV-fiets depends on the number of people entering and leaving the station. This is different per day of the week, hour of the day. We try to predict this as much as possible with forecast models.



## Industry developments

A lot is happening in the bicycle industry. Long delivery time on parts due to increasing demand and shortage of raw materials. This also has an effect on keeping the current fleet of OV-fiets operational and ordering new public transport bicycles.



### Limited space

In the bicycle parking there is limited space available for OV-fiets. As a result, it is not always possible to meet demand at peak times.



# Thank you!

Edward Douma  
06 1397 1324

[Edward.douma@nsstations.nl](mailto:Edward.douma@nsstations.nl)

