

## About Diamant

Diamant has a history going back all the way to 1885 – we are the oldest bicycle manufacturer in Germany, and the third oldest in the world. Almost 140 years of history made an impact of us – and for almost 140 years, we also had an impact on German mobility.

We invented the type of bicycle chain that’s still the one being used today. We were pioneers in ergonomics for everyday riders. We helped German cyclists win World Champion titles and iconic races. We built the second German e-bike already back in 1992. Today, we are a cultural icon from Eastern Germany, embedded into the international organization of the family-run American Trek Bicycle company.

Our core message: Moving since 1885. Movement is the essence of our being. Time moves us, but we move by ourselves. We move: We evoke change. We move: We guide into the future. We move: We carry people and their emotions. We move: We create excitement.

We provide anyone with a tool to achieve more: More mobility, more activity, more quality. Our mobility offers independence of constraints in time and path, for any day and any occasion. Activity grows joy, health, and excitement. Quality is the fundament to keep moving for long.

### *More bike rides make more sustainable transportation.*

We build bikes. According to conventional wisdom, bikes are more sustainable than cars. That’s not enough to claim that we’re a green company. It’s a call to our responsibility. We must become more sustainable, and we must promote more sustainable mobility. This is our philosophy to achieve the latter:

More bike rides help. More bike rides, that is our focus. We’re not content with selling more bikes. We don’t fall for the illusion of an automatism that more bikes equal fewer cars. Most bicycle owners identify as drivers more than as cyclists. We believe that this can only change when they use their bicycles more frequently. They need to be used.

Polarizing discourse has a role in society to shape regulation, but for us as a brand and as a civic actor, it’s more authentic to be building bridges. To that end, we focus on incremental ride motivation: Fine, own your car, but how about you use the bike you also own already for this ride? Try it out! We are convinced that at the end of the car’s lifecycle, cycling habits influence the hurdle to buy yet another car also for self-identified riders.

## About TU Dresden BIKELAB

### *The lab:*

The TU Dresden BIKELAB is a competence centre for bicycle research at the Chair of Transport Ecology in the “Friedrich List” Faculty of Transport Sciences at TU Dresden. Working on various projects, the BIKELAB combines knowledge of different areas such as big data collection and processing, analysis and modelling of cycling behaviour, as well as evaluation of measures.

### *Our team:*

The interdisciplinary team contains more than ten researchers from the fields of traffic engineering, mathematics and statistics, and geography. The BIKELAB conducts fundamental and applied research in collaboration with municipalities. The results of the research and the gained knowledge are transferred to teaching, too.

### *Our contribution to green transportation:*

Our work helps municipalities to better understand cycling behaviour and to determine the impact of measures on bicycle traffic. Thus, we empower planners to promote cycling more effectively and help achieve greener transportation.