What is Velotaxi?

‘VELO’ means ‘bicycle’ in Latin. Velotaxi is a bicycle taxi developed under the concept “environmentally-friendly traffic” in Germany in 1997.

As a new means of short-distance transportation which complement bus and train, Velotaxi is under operation in every country in the world, especially in Europe.

In Japan, operation of Velotaxi started in 2002 in Kyoto, and now is under operation in 20 or more areas.

In Fukuoka, operation of the Velotaxi started in 2005.
How to ride

From Tenjin area, Velotaxi service is available to Hakata Station in the east, and the Seaside Momochi in the west.

In Fukuoka, there are many old and good tastes and histories hidden in narrow back alleys where cars or Buses cannot pass.

Velotaxi’s strength is with short-distance traffic which fills the transportation gap between the public transportation services.
Sightseeing with Velotaxi is filled with communication with local people. You can feel that you are part of the city.

Drivers will guide tourists as “Kataribe” (Story Teller). It’s also convenient because you can drop by stores or café freely on the way.

Velotaxi is valued as a new sightseeing means which can enjoy the taste and history behind narrow back alleys without gas emissions and noise.
In 2006, just after started the Velotaxi service, a mother whose daughter was nearly kidnapped by a suspicious car on the way to a cram school requested us to take her to the school.

Visible (eye catching)
Not closed (Open)
Door to Door Service
Fun and Safe

Velotaxi has been covered by many TV news and newspapers as a new means of crime prevention.
Vitalization of community shopping districts

As part of a Fukuoka city run project aimed to revitalize a community shopping district, Velotaxi was stationed in the district for 2.5 years (2007–2010).

Around the shopping district (within 1 km), there were many elderly people and young mothers who had difficulties in mobility in the shopping district or to the nearest subway station.

As a means of transportation for ‘mobility vulnerables’, Velotaxi contributed to the accessibility of these people in the shopping district which resulted in revitalization and better communication. We became a popular site visit destinations by many shopping districts in Japan facing the same problems.
Since this project started in the shopping district, elder users of Velotaxi increased rapidly. Velotaxi which is used as short-distance transportation where people feel difficulties to use taxi or public transportations to go to postal offices, bank, shop and hospital, etc. is highly valued as a vehicle which can complement the gap of transportation network in urban area, also from the viewpoint of urban planning and mobility.

Moreover, with more elders using Velotaxi it resulted in enhancing communication among residents including sharing information and concerns about the elders such as health and living conditions.
2007年12月21日
西日本新聞

変りゆく街

唐人町は今

空き店舗を起爆剤に

刺激

重い荷物運べる「手軽な足」人気

ベロタクシー初の発着拠点

回遊性増し相乗効果期待

唐人町商店街に開所

福岡市

フォーカス 都市圏
For Advertising Pillar

The stylish Velotaxi which runs slowly and most closely to pedestrians is very effective also as a moving ad pillar in urban areas. (11km/h).

Advertising posting to Velotaxi means the support to an environmental activity.
Events & Promotions
Sightseeing

Life

Advertisement

Events
Quality of Drivers & Infrastructure
Training for drivers

- Regular Training on Tourist guiding
- Reception
- Heart of Hospitality
- Children Pick-Up
  Responsibility for Crime Prevention
- Elderly Pick-Up
  Responsibility for Welfare
- AED Training
  Preparation for an emergency

Sightseeing

Advertise

ment

Pride of Professional

Life

Event

Image → UP

Fraud → DOWN

Think in the hat of the sponsor company for most effective advertisement.

As an entertainer for the event
Promote the cognition of how to ride and fare system through various media such as web, car body, etc.
Quality of Drivers & Infrastructure

from Informal to Formal

Anshin Relief

Anzen Safe
Conclusion

Role and Potential of Bicycle Taxi

- Complement existing public transportation systems and fill the gap of transportation.
- Deepen social meaning by using Velotaxi not only as means of sightseeing, but also as means of transportation.

Importance of Infrastructure Improvement

- Velotaxi must be a secure and safe vehicle for both sightseeing and daily use.
- Therefore, a management body which performs personnel training, publicity and management is necessary.