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## How cargo bikes are helping companies achieve net-zero goals

In both the business and government arenas, achieving net-zero has become a crucial objective in the fight against climate change. Throughout 2024, 'net-zero' holds significant importance for all businesses and governments. But what exactly does 'net-zero' mean?

In recent years, sustainable practices have gained prominence among businesses and governing bodies, with sustainability goals and targets becoming increasingly common topics of discussion.

In this post, we will delve deeper into the concept of 'net-zero,' particularly exploring how cargo bike deliveries can aid businesses in meeting their sustainability objectives.

### What does net zero mean?

Net-zero is achieved when the amount of carbon dioxide emitted equals the amount removed from the atmosphere, ensuring a balance in greenhouse gas levels.

In recent years, the adoption of net-zero goals has increased significantly among both governments and businesses. In the United Kingdom, the government has set a legal target to achieve net-zero by 2050, in line with the Paris Agreement. This legally binding climate treaty aims to keep the global average temperature rise well below 2°C above pre-industrial levels and to pursue efforts to limit the increase to 1.5°C.

With these reductions in mind, businesses are eager to identify the most effective strategies for achieving their net-zero goals. If your company is working towards net-zero targets, reducing carbon emissions should be a primary focus. There are various methods to cut carbon emissions, one of which is enhancing the sustainability of your last-mile deliveries by using cargo bikes and how our ePack cargo bike can contribute to your net-zero objectives.

### Why companies should use cargo bikes

Vans have been the standard delivery vehicle for many businesses mainly because of their capacity. However, with the rise of carbon-cutting initiatives and the increasing congestion in our cities, cargo bikes are becoming increasingly popular; they cost far less to run/maintain fleet and can deliver faster in cities using cycle lanes.

### **Do cargo bikes increase customer satisfaction?**

Additionally, it's not just businesses aiming for greater sustainability—households are too. Customers often receive multiple parcels each month from delivery cars and vans. Cargo bike courier services provide a more personal touch. Customers feel positive when their delivery arrives by bike, and a happy customer is more likely to reorder and share their experience with friends!

### **Are cargo bikes an affordable solution?**

Yes.

Without fuel costs or the need to pay low emission zone fees, cargo bikes find themselves as a cost-effective alternative to delivery cars or vans. In addition to this, no more fines for parking, sitting in traffic or expensive repairs. So not only do cargo bikes aid your sustainability goals, they help you save money too!



### **Cut the carbon with ePack4**

In 2024, efficient delivery services help keep society moving – whether it's materials to site, produce, clothing deliveries or weekly subscriptions. We're on a mission to shift the norm for urban logistics – and net zero is at the forefront of our model.

- UK designed and manufactured
- Large scale volume manufacturing coming early 2025
- Founded by Keith Jones, entrepreneur with The Princes Trust in 1993
- Aim to be market leader with its interchangeable trailer options



Fitted with GPS tracking, remote fleet management and live CCTV, offering data to fleet managers through its private portal login.

ePack4 runs a clever fly by wire drivetrain eliminating common failure with chains, sprockets and gears - less maintenance. ePack4 uses the largest hydraulic disc brakes in the industry, this cargo bike is a true reliable workhorse.

Our unique trailer options means that operators can have a flexible solution for their business, e.g box trailer, refrigerated, flat bed, tipper or 2m3 option. Trailer swap can be achieved in under 2 minutes.

"We are thrilled to introduce the ePack4, the world's largest last-mile cargo delivery bike. Green in colour, green by nature"

"We are looking to become the go to manufacturer for last-mile logistics. Whether it's cargo, refrigerated, local authorities, we have a flexible solution for all."

ePack4 is now available for business lease. Cityshuttle is also exploring partnerships with other operators and organisations to expand its reach in the coming months.

Cityshuttle ePack4 launch is already generating significant interest among operators in the UK and Europe. The focus now is to work with our funding partners and take Cityshuttle to large scale volume to service both the UK and European markets.

WeTransfer images - <https://we.tl/t-VvTlc2zMSd>

For more information on Cityshuttle's products, please visit the company's website at [www.cityshuttle.co.uk](http://www.cityshuttle.co.uk)

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