

Bikes share space with cars at Detroit auto show

16 January 2013, by David Runk



Bicycles are shown as accessories on the Subaru Outback wagon at the North American International Auto Show in Detroit, Wednesday, Jan. 16, 2013. Transportation of the two-wheeled variety is sharing the floor at the auto show in Detroit along with the latest cars, trucks and concept vehicles. Bikes weren't the focus of presentations during this week's press previews, but they're often used in marketing cars. (AP Photo/Paul Sancya)

Transportation of the two-wheeled variety is sharing the floor at the Detroit auto show with the latest cars, trucks and concept vehicles, a nod to the potential marketing boost that bikes may offer for automakers.

Some, such as those at Subaru's display, are shown just as accessories on vehicles. Subaru has bikes with its Outback wagon, which is aimed at outdoor enthusiasts. Others, such as the electric-powered bicycle displayed by minicar maker Smart display, are for sale.

Bikes weren't the focus of presentations during this week's media previews at the North American [International Auto Show](#), but they're often used in marketing cars.

"Consumers that may be not that active or may not even have bicycles themselves are going to associate that with an active lifestyle, an outdoor lifestyle, a [healthy lifestyle](#)," said Jeremy Anwyl, vice chairman of the Edmunds.com auto website.



An electric-powered bicycle at minicar maker Smart's display is shown at the North American International Auto Show in Detroit, Wednesday, Jan. 16, 2013. Transportation of the two-wheeled variety is sharing the floor at the auto show in Detroit along with the latest cars, trucks and concept vehicles. Bikes weren't the focus of presentations during this week's press previews, but they're often used in marketing cars. (AP Photo/Paul Sancya)

Other prominent bike displays in Detroit this year include the Prius X Parlee concept bicycle among Toyota's vehicles. And at Hyundai's spot on the show floor during media preview days, a bike was perched out the rear and rooftop of a Veloster coupe.

In 2000, an electric-powered bicycle from Ford Motor Co. under the Th!nk brand name got attention at the show during the company's launch of a line of electric vehicles. The company in 2002 halted production of the bikes.



The K Velo, the first bicycle designed by Kia Motors, under the supervision of Chief Design Officer, Peter Schreyer, is shown on display at the North American International Auto Show in Detroit, Wednesday, Jan. 16, 2013. Transportation of the two-wheeled variety is sharing the floor at the auto show in Detroit along with the latest cars, trucks and concept vehicles. Bikes weren't the focus of presentations during this week's press previews, but they're often used in marketing cars. (AP Photo/Paul Sancya)

At this year's show, the Smart-brand bike that's on display may be used as a traditional bike, but it also includes a rear-wheel drive motor that can assist the rider at speeds up to 15 mph (24 kph). It's sold in Europe, where commuting by bike is more common.

The Prius-branded concept bike, which was developed in 2011, is a traditional bike designed in

cooperation with Parlee Cycles. In addition to a lightweight carbon-fiber frame, it includes electronic shifters and a smartphone dock. A concept [bicycle](#) is one that showcases an idea but is typically not immediately ready for production.



A bicycle is shown perched out the rear and rooftop of a Veloster coupe at the North American International Auto Show in Detroit, Wednesday, Jan. 16, 2013. Transportation of the two-wheeled variety is sharing the floor at the auto show in Detroit along with the latest cars, trucks and concept vehicles. Bikes weren't the focus of presentations during this week's press previews, but they're often used in marketing cars. (AP Photo/Paul Sancya)

Kia, which traces its roots back to the 1940s when it started as a bike manufacturer, has the K Velo on display. It's designed by Peter Schreyer, who oversees design for Kia and Hyundai. Featuring 20-inch (50-centimeter) wheels and a compact frame, the bike is sold in South Korea.

In addition to the Outback, which has two bikes on its rooftop rack, Subaru gave a nod to outdoor enthusiasts with rooftop racks holding skis and snowboards on some other vehicles.

Consumers' associations with bicycles are generally positive, Anwyl said, even if a vehicle doesn't have room to easily stow a bike.

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