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# Vehiculosverdes.com

## News and promotion of electric bicycles

**Andrés Moreno**  
editor

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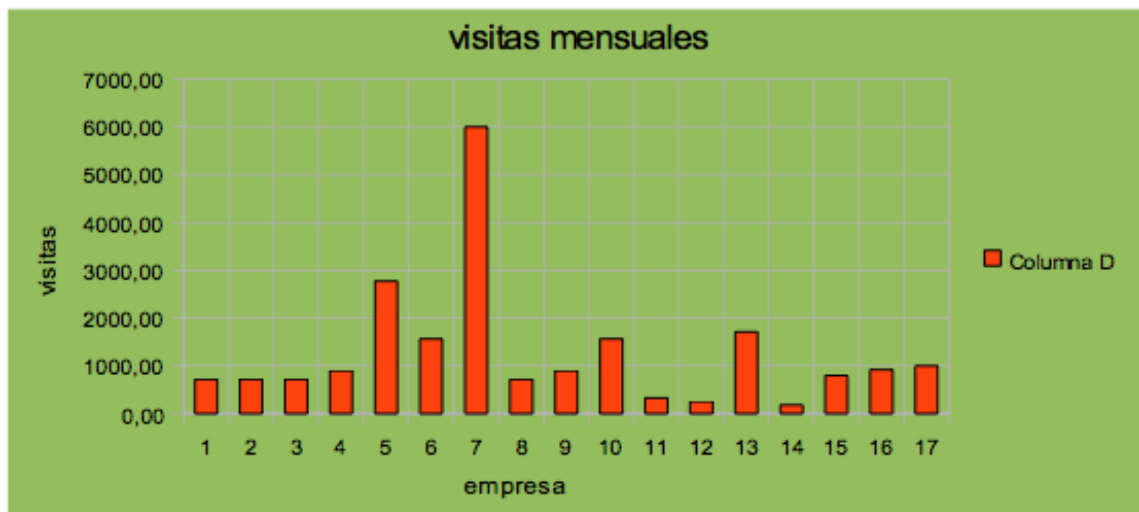


VehiculosVerdes.com

## Statistics vehiculosverdes.com compare to other electric bike websites.

### Statistics Vehiculos Verdes

Relación con Webs comerciales	Ranking Alexa	visitas mensuales aprox.	
http://www.bicicletaselectricas.com/	1	4.965.560	720,00
http://www.easybike.org/	2	5.035.019	720,00
http://www.bicicletaelectric.net/	3	4.946.910	720,00
http://www.velectris.es/	4	4.061.374	900,00
http://www.tucanobikes.net/	5	1.363.890	2769,23
http://www.ecobike.com/es/home	6	2.232.792	1565,22
http://vehiculosverdes.com/	7	935.906	6000,00
http://www.urbanmovil.com/	8	5.065.531	720,00
http://www.25kmh.es/	9	3.944.273	900,00
http://www.vehiculoselectricos.com/	10	2.247.900	1565,22
http://www.labicielectrica.com/	11	11.784.949	327,27
http://www.ciclotek.com/	12	14.711.581	257,14
http://www.tucanobikes.com/	13	2.169.259	1714,29
http://www.cicloelectric.com/	14	20.000.000	180,00
http://www.ecitym.com/	15	4.559.717	800,00
http://www.orangebikes.net/ecobike.html	16	3.981.409	923,08
http://www.bybike.info/	17	3.626.148	1000,00



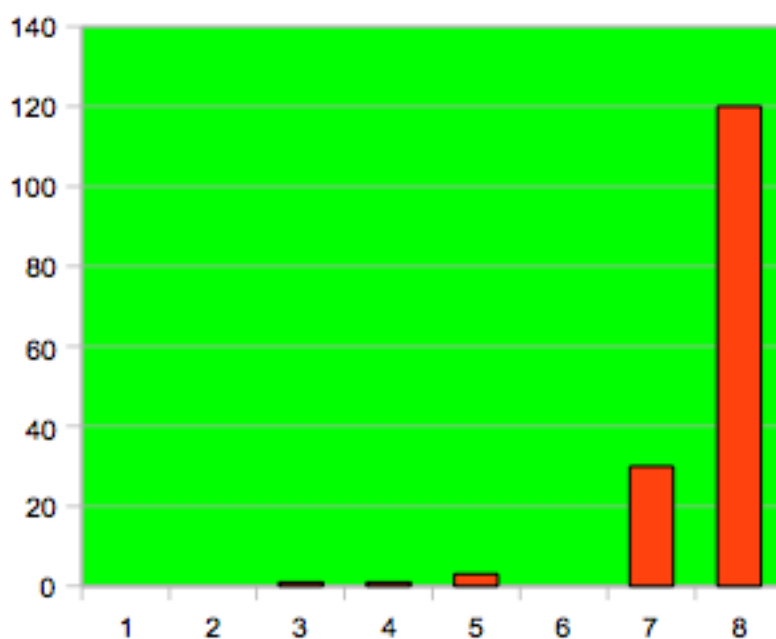
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### Articles written by Vehiculosverdes.com compared to other media

<u>Relación con Webs periodísticas</u>	<u>Artículos escritos</u>	
<a href="http://www.elpais.com">http://www.elpais.com</a>	1	0
<a href="http://buscador.lavanguardia.es">http://buscador.lavanguardia.es</a>	2	0
<a href="http://www.abc.es">http://www.abc.es</a>	3	1
<a href="http://www.rtve.es">http://www.rtve.es</a>	4	1
<a href="http://www.telecinco.es/">http://www.telecinco.es/</a>	5	3
<a href="http://www.esciclismo.com">http://www.esciclismo.com</a>	6	0
<a href="http://www.amigosdelciclismo.com/">http://www.amigosdelciclismo.com/</a>	7	30
<a href="http://vehiculosverdes.com">http://vehiculosverdes.com</a>	8	120



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## Strategy

Information must be easy to publish. Must be available and it must come from the best sources.

**Vehiculos Verdes is simply one of the best (if not the best positioned) source of information referring e-bikes and pedelecs in Spanish. We spread knowledge about electric bicycles in Spanish. Our information platform can be used to generate "questionnaires, presentations, news, sales leads, promotional work, etc...".**

No other web in Spanish has the same amount of visits concerning Electric bikes and pedelecs information.

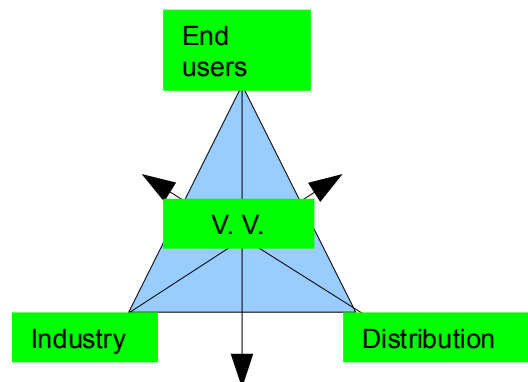
Yes, the mass media receives thousands of visits per day. Nonetheless, the public they reach „consume“ information without real control.

This is where the *trade press* comes into play. It is the fastest way to reach the target market. In our case, Vehiculos Verdes.

**The new journalism in internet is changing the way the information is delivered. A journalist is no more the keeper of the information, but rather a networker that uses all the tools that internet offers to make sure the information flies from one side of the world to the other.**

An article with photos, videos, graphics and the possibility to interact, opens the dialogue, especially if the incoming information is loaded with data from various reliable sources. Including information from the industry. This creates a bond of trust that builds the triangle **Industry-Distribution-User**.

**Vehiculosverdes.com** is in the center of gravity to distribute information to each of the three agents mentioned above.



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### **From conception to action**

A small glimpse to Vehiculos Verdes and anyone can deduce the way we work:

- a) publishing articles of good quality weekly coming from serious sources (LEVA, Extraenergy, ETRA, ...)
- b) seek advice using interviews, meetings and visits to fairs and exhibitions in the sector: Eurobike, Intermot, BikeExpo, Taiwan Bike Fair, and many others.
- c) give advise daily to readers. Real interaction.
- d) use of photos, videos, graphics, to create attractive blocks of information (many graphic material coming from experience and professional photographers like Susanne Buresch)
- e) Vehiculos Verdes is a memeber or work closely with all major organizations in defense of the use of electric bikes (LEVA, ETRA, Extraenergy ... )

Note: We offer now an upload channel for all, professionals and end users. You can upload videos, articles, photos and we will place the article in the correct group. This is a free service.

We are facing a market that will grow exponentially. There's no doubt due to the large investments already made and the new improved products and their associated technology.

The new target user is a lover of simplicity, against the irrational exuberance of the past years. It is of no use to bombard him with speculative messages of wealth and welfare. A company must transmit and generate honesty and trust.

But how to sell to customers who do not buy so easily, even if some of them have no income problems?

It will not be easy, but I think this segment wants genuine live experiences versus the simple material possessions of goods. And it proposes the same for their family and friends.

**The good experience of interacting, as well as it happens when trying an electric bike, have a long lasting effect.**

If only marketing departments could work in producing good messages and commercials, and showing the healthy, recreation and environmental benefits of electric bicycles to the Spanish users, they will be selling dreams that people will buy.

Please contact Vehiculosverdes.com and ask for our different programs for promotion of your products into the Spanish market.

Best regards,

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## **Vehiculosverdes.com´s network**

Article publications

<http://www.ciclofilia.org/>  
<http://www.amigosdelciclismo.com/>  
<http://lacomunidad.elpais.com/el-mundo-pedelec/posts>  
<http://www.electricbicycleworldtour.com>  
<http://www.ciudadesporlabicicleta.es/>  
<http://www.levassociation.com/>  
<http://www.avele.org/>  
<http://www.conbici.org>  
<http://www.pedalibre.org>  
<http://ciclismourbano.org/>  
<http://biciescuelagranada.blogspot.com/>  
<http://evworld.com/espanol.cfm>

Organizations

<http://www.extraenergy.org>  
<http://www.batso.org>  
<http://www.cities-for-mobility.net/>  
<http://www.gopedelec.eu/cms/>  
<http://www.etra-eu.com/>  
#<http://www.presto-cycling.eu>

Social networking

<http://www.facebook.com/home.php?#!/group.php?gid=124555870779&ref=ts>  
Twitter

## **Programs made or still being organized**

**.- Tourism pedelec study with Urban Mover, Hotels Azuline and E-Wheels**

**<http://vehiculosverdes.com/compras-de-vehiculos-ecologicos/urban-mover-e-e-wheels-se-presentan-en-ibiza/gmx-niv24-con188.htm>**

**.- ProPedelec. Promotion of pedelecs for Inland tourism.**

**<http://vehiculosverdes.com/novedades-prodelec/paseo-por-baeza-en-pedelec/gmx-niv69-con722.htm>**

**.- Test It Show. Road Shows and information for Municipal Decision Makers, End users and Dealers. In cooperation with Extraenergy and GoPedelec.**

**<http://vehiculosverdes.com/ferias-y-eventos/gopedelec-proyecto-europeo-de-promocion-de-bicicletas-electricas-bien-recibido-en-ecohabitat/gmx-niv59-con885.htm>**

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