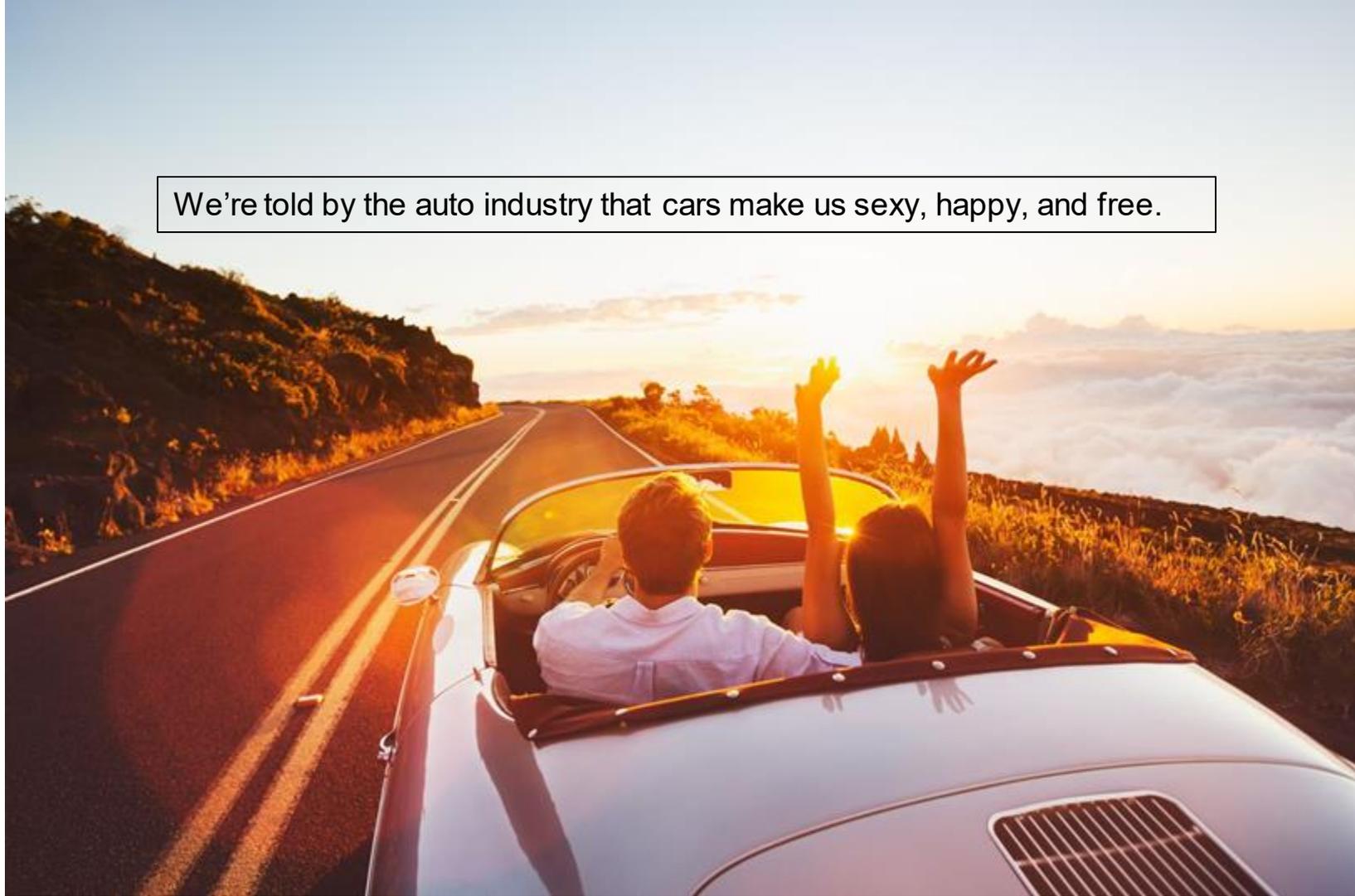
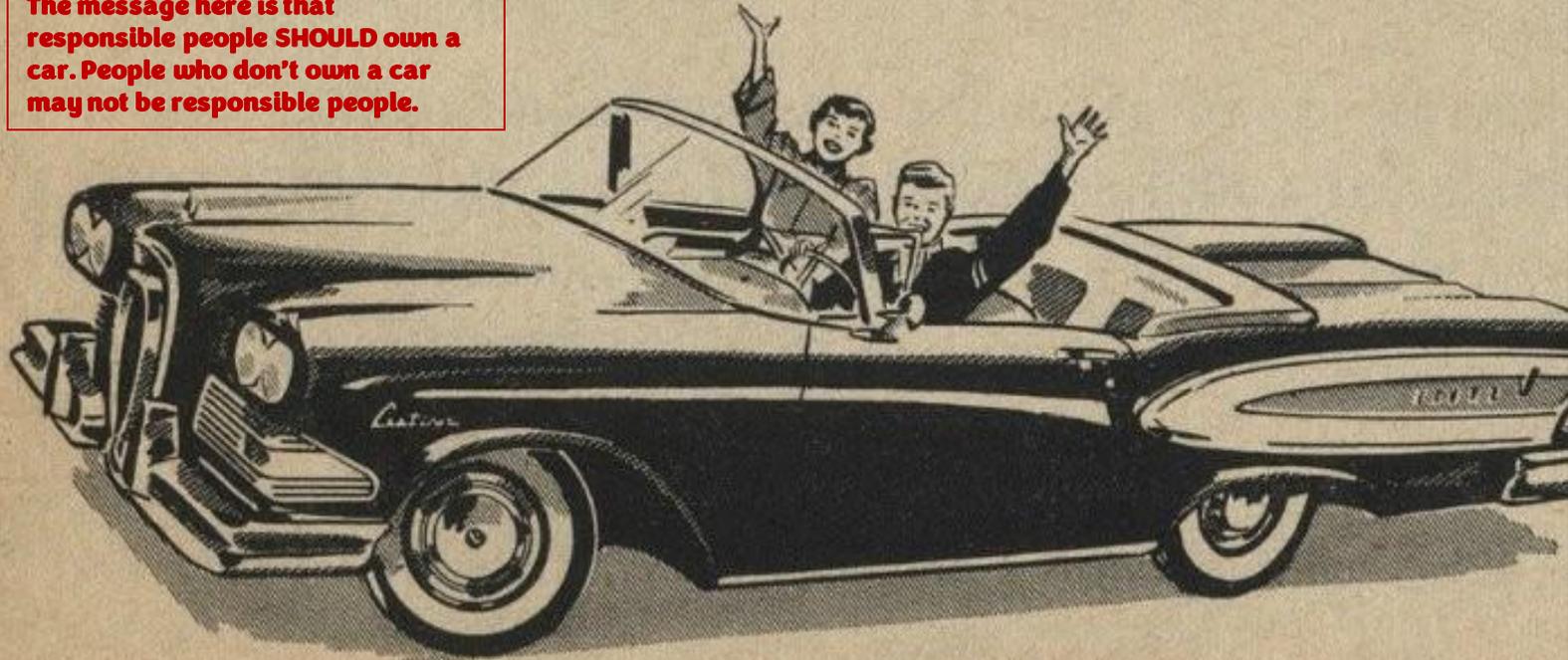


We're told by the auto industry that cars make us sexy, happy, and free.



**ONE FREEDOM**—Most teen-agers look forward to the day when they can own drive their own car. But driving a car is a big responsibility. You should not drive—do many other things you'd like—until you are a responsible person.

**The message here is that responsible people SHOULD own a car. People who don't own a car may not be responsible people.**



**With 1.7% of the US workforce employed by the auto industry, car ownership is portrayed as downright patriotic.**



Almost every Main Street in America, General Motors cars are a familiar and trusted part of the rich, full life Americans know. And this is so, very largely, because General Motors men have never ceased trying to improve on their best, have never flagged in their zeal to build better cars each year than they built the year before.

Because of their practiced skill in Research, Engineering and Production, the key to a General Motors car is recognized today as the key to greater value.

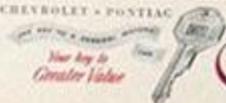
It is perhaps not too much to say that it is likewise the key to a rich and satisfying life.

**“...(cars are) the key to a rich and satisfying life.”**



CHEVROLET • PONTIAC

OLDSMOBILE • BUICK • CADILLAC • BODY BY FISHER • GMC TRUCK & COACH



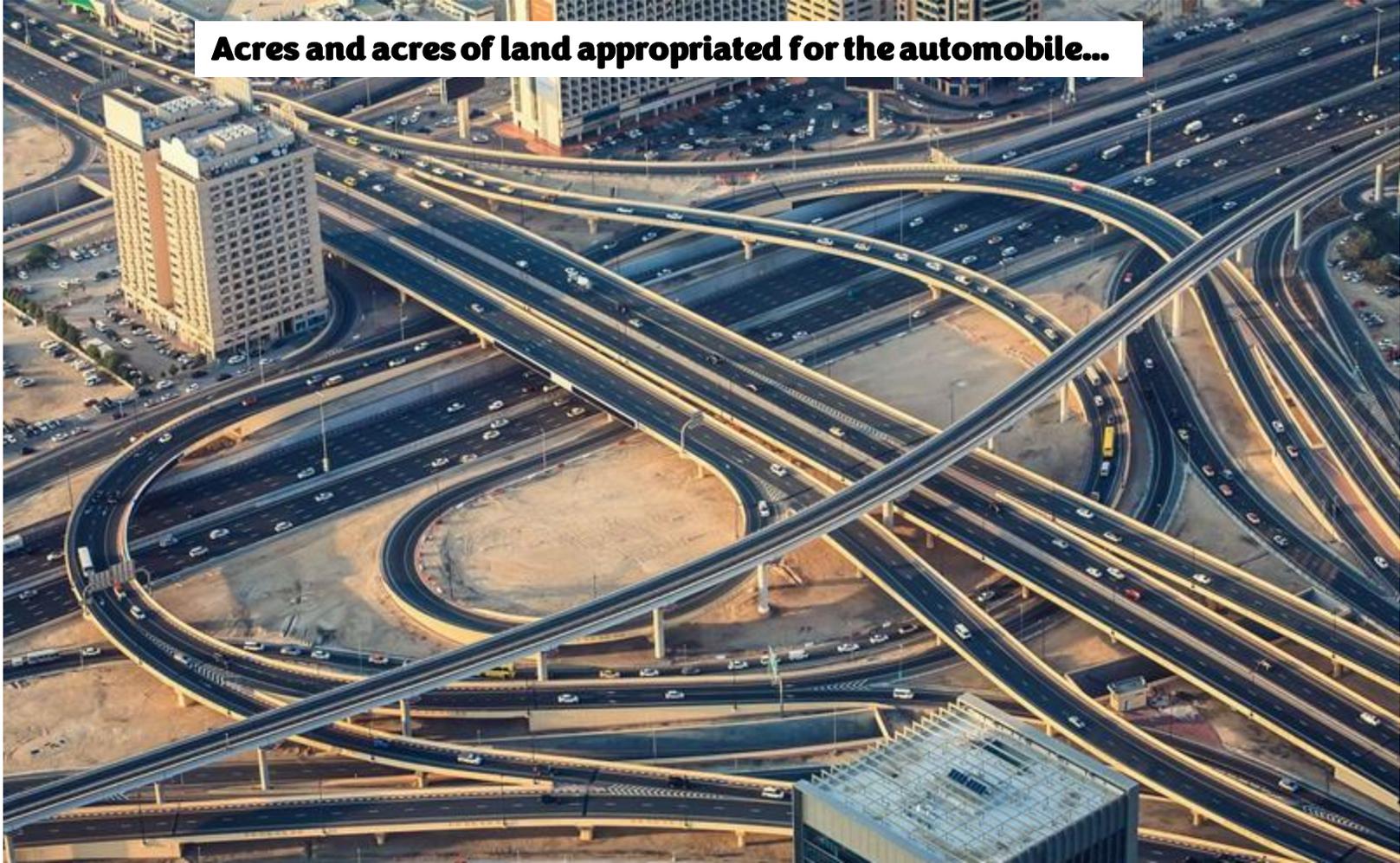
**GENERAL MOTORS**

© 1935 GM Corp. All rights reserved. General Motors, Buick, Oldsmobile, Pontiac, Cadillac, Chevrolet, GMC Truck & Coach are trademarks of General Motors Corporation.

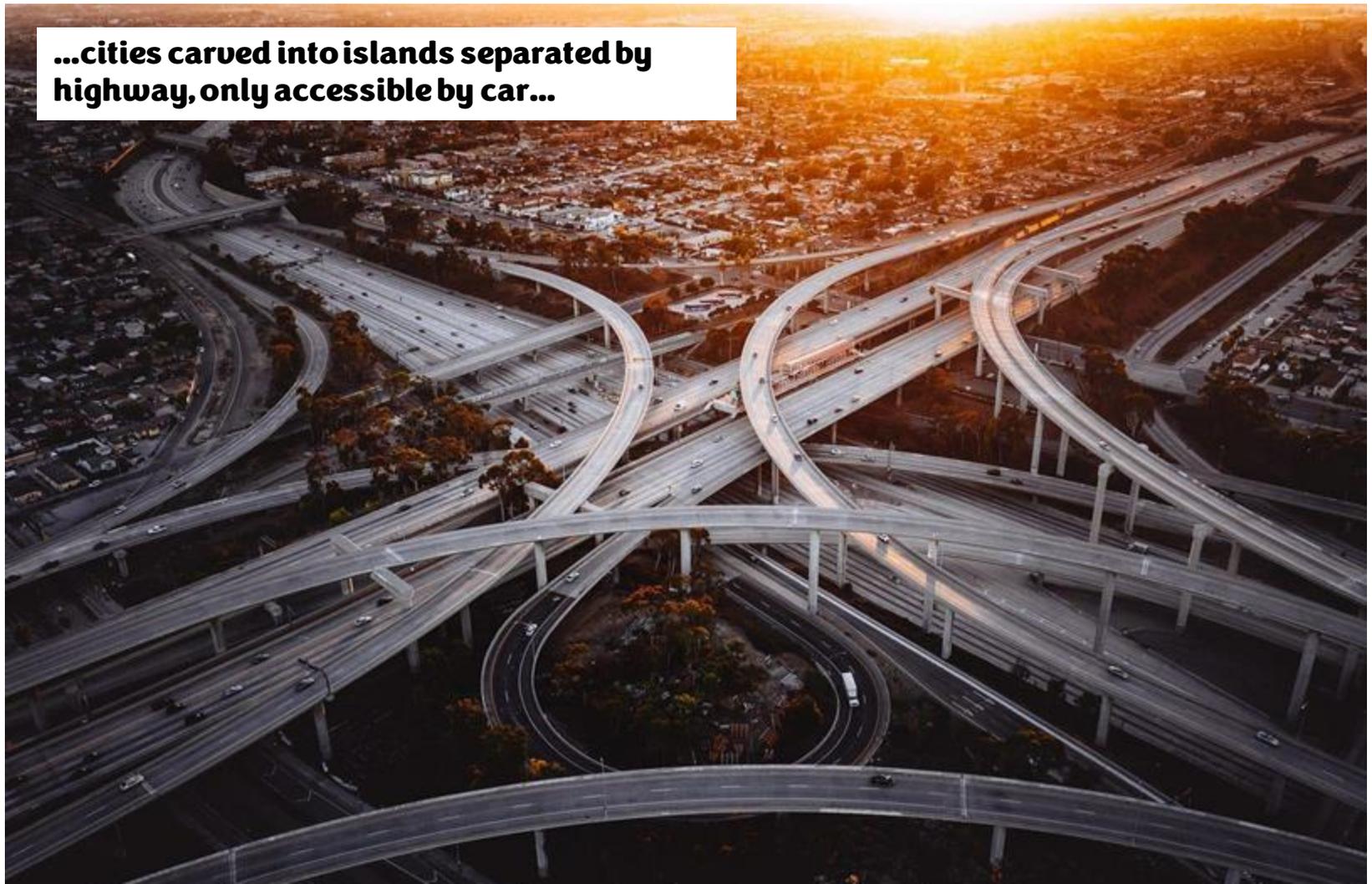
**This is the reality of the auto industry's success:**



**Acres and acres of land appropriated for the automobile...**



**...cities carved into islands separated by highway, only accessible by car...**



**...and “affordable” suburban housing developments (subdivisions) that offer residents no choice but to drive many miles to their workplace and basic services.**



The Damrak main street in Amsterdam, before and after the city government gave pedestrians, cyclists & public transport priority over cars

**It doesn't have to stay this way.**



1970



2010

**The 12 MPH speed limit in the city center makes this seamless traffic movement possible, and it costs absolutely nothing to establish.**



**How can this work?**

**Busy Amsterdam intersection +  
no traffic lights = smooth traffic**

A night-time photograph of a busy intersection in Amsterdam. A yellow and blue tram is moving through the intersection. In the foreground, several cyclists are riding across the frame. Pedestrians are also visible on the sidewalks. The scene is illuminated by streetlights, creating a vibrant urban atmosphere. The background shows buildings and trees under a dark blue sky.

**The 12 MPH speed limit in the city center makes this seamless traffic movement possible, and it costs absolutely nothing to establish.**

**How can this work?**  
Busy Amsterdam intersection +  
no traffic lights = smooth traffic

**If our society did decide to spend money on cycling infrastructure, we could build amazing things like this elevated bicycle roundabout built over the automobile road.**



**We might then have new problems to solve...**



**...by building multi-level, underground bicycle parking garages...**



**...like this one,  
which holds  
7,000 bicycles.**





# Why We Need the Mean Lean Machine

## SUSTAINABLE MOBILITY IS MICRO MOBILITY



Watch later

Share

**The same amount of resources are required to build one electric Hummer, two electric sedans, eight Light Electric Vehicles, and 50 cargo bikes (which can carry up to 5 people).**



MORE VIDEOS

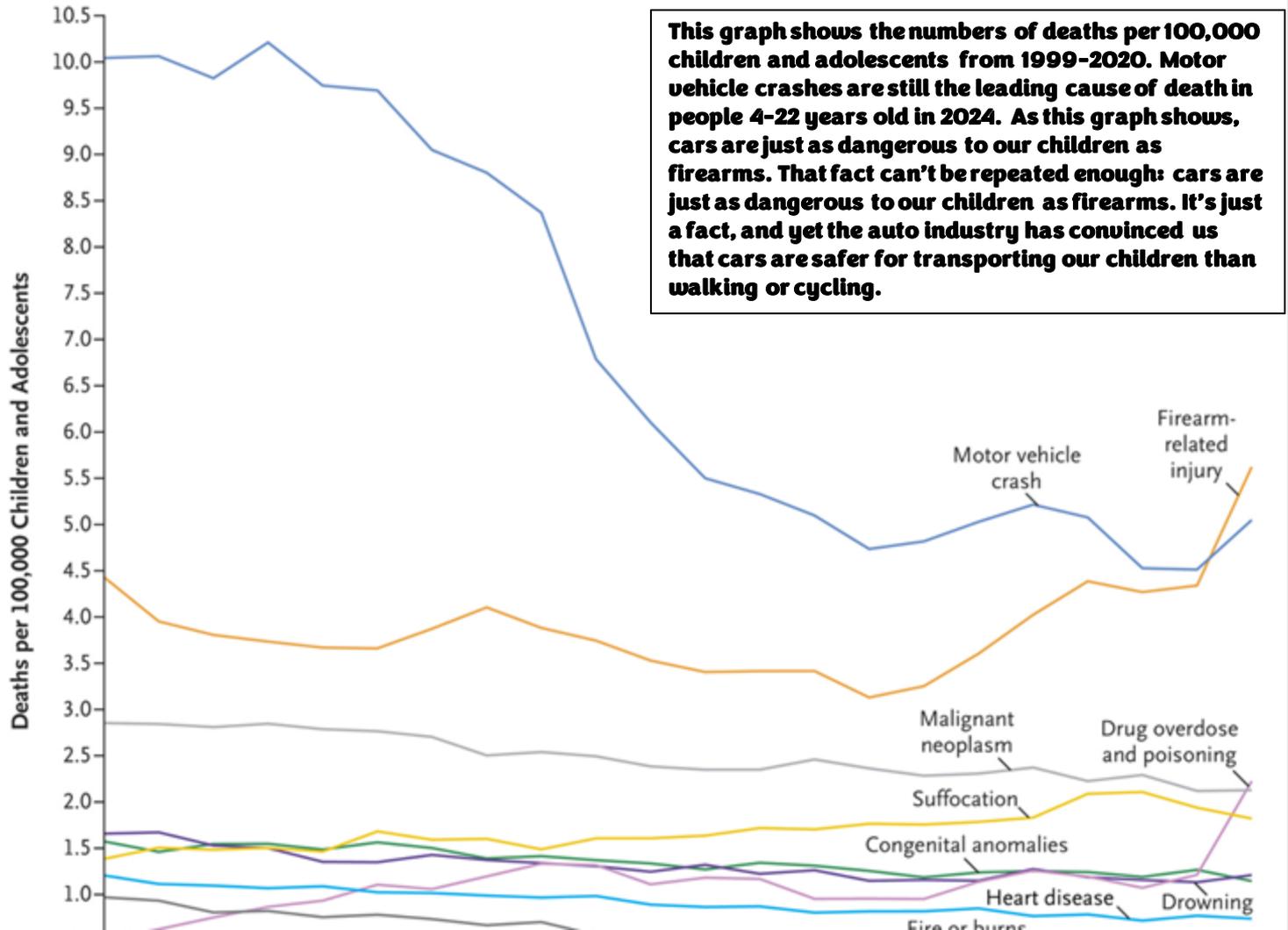


8:10 / 9:51 • Demo



YouTube





**This graph shows the numbers of deaths per 100,000 children and adolescents from 1999-2020. Motor vehicle crashes are still the leading cause of death in people 4-22 years old in 2024. As this graph shows, cars are just as dangerous to our children as firearms. That fact can't be repeated enough: cars are just as dangerous to our children as firearms. It's just a fact, and yet the auto industry has convinced us that cars are safer for transporting our children than walking or cycling.**

New England  
Journal of  
Medicine

**Weather is not a problem for Light Electric Vehicles or bicycles. If you would go cross-country skiing or snow-shoeing, you could pedal a bicycle in just as much comfort.**



**Lots of wintry cities have many year-round cyclists.**



**This Ann Arbor parent cycles her kids to their school even on days when it's so cold that many schools are closed.**

**Even the most expensive bicycles cost less than any automobile, due to the costs of maintenance, insurance, and gasoline inherent in owning one. E-cargo bikes may require a few hundred dollars a year in maintenance. Even replacing an E-cargo bike every year can easily cost less than the annual cost of operating an automobile.**

## AAA: Annual Cost Of New Car Ownership Crosses \$10K Mark

Michigan Business Network

August 11, 2022 7:00 AM

X Post [Share](#) [Like 2](#) [Share](#)

*AAA launches online calculator to help car buyers budget for their next vehicle purchase*

DEARBORN, Mich., (August 11, 2022) — Seemingly everything has become more expensive this year, and that includes owning and operating a new vehicle.

According to AAA's 2022 Your Driving Costs report:

- The average yearly cost to own and operate a new vehicle in 2022 is \$10,728, or \$894 per month.
- That's an 11% increase from 2021 when the average yearly cost was \$9,666 or \$805.50 per month.
- In Michigan, the average yearly cost to own and operate a new vehicle in 2022 is \$12,017 – 12% higher than the national average.
- Not surprisingly, fuel prices are the most significant factor pushing this year's average annual price tag.



**Cargo bike owners LOVE their transportation, and even get together to celebrate being cargo bike riders, like at this Cargo Bike Rally at our store.**



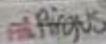


**Cargo bikes are already in use by businesses around Ann Arbor.**



**Ann Arbor's Community  
Action Network at the  
Bryant Community Center  
is now making food  
deliveries by cargo bike!**

 Argus Farm Stop

OPEN  
fresh produce  
baked goods  
coffee bar  






# Scott Spooner and Simi Barr picking up two Urban Arrow Tender 1500s for Ann Arbor Parks!!!



**Westfield Properties uses their cargo bike for property maintenance, as a mobile tool shed. It has a solar panel on the back so that the battery can be charged anywhere.**





**This is our own cargo bike, with a dog carrier on the rear, and small tool-boxes underneath the dog carrier. In this photo, Jim is transporting a large, 300-pound toolbox to the store.**