

“IF HOLLYWOOD COULD MAKE SMOKING COOL, IT'S INTERESTING TO SEE WHAT IT COULD DO FOR CYCLING.”



Why Is a 'Mad Men' Producer Riding His Bike to the Emmys?



Matthew Weiner and Tom Smuts

Courtesy of Peter Smuts



Ed Begley, Jr. [@edbegleyjr](#)



Following

Never mind the rain. I'm riding my bike to the [@TheAcademy](#) Awards. Pardon the helmet hair.



THE FIRST BIKE BOOM





A vibrant green 1961 Ford Thunderbird coupe is shown from a rear three-quarter view. The car is parked on a bright yellow surface, possibly a driveway or a pool deck, next to a swimming pool. The car features a sleek, aerodynamic design with a long, low profile. The rear window is large and curved, and the trunk is integrated into the body lines. The car has chrome trim along the side and around the rear window. The wheels are black with silver hubcaps. The background shows a swimming pool with a metal ladder and a house with a porch and columns. The overall scene is bright and sunny, with strong shadows cast on the yellow surface.

Ackermann & Partner

Mercedes-Benz

A cockpit. An engine. Two wings.
Is it still a car?

The Mercedes-Benz SLS AMG. www.mercedes-benz.com/via-amg

AMG

Mercedes-Benz
Top Speed

Ford Motor Company, American International Corporation, Ford Credit Corporation, Ford Financial Services, Ford Insurance Agency, Ford Motor Credit Company, Ford Motor Company, Ford Motor Company of Canada Ltd., Ford Motor Company of Europe Ltd., Ford Motor Company of India Pvt. Ltd., Ford Motor Company of Japan Ltd., Ford Motor Company of Korea Ltd., Ford Motor Company of Mexico, Ford Motor Company of South Africa, Ford Motor Company of Taiwan, Ford Motor Company of Thailand, Ford Motor Company of Turkey, Ford Motor Company of the United Kingdom, Ford Motor Company of the United States, Ford Motor Company of Vietnam, Ford Motor Company of China, Ford Motor Company of Russia, Ford Motor Company of Brazil, Ford Motor Company of Argentina, Ford Motor Company of Colombia, Ford Motor Company of Venezuela, Ford Motor Company of Peru, Ford Motor Company of Ecuador, Ford Motor Company of Bolivia, Ford Motor Company of Paraguay, Ford Motor Company of Uruguay, Ford Motor Company of Chile, Ford Motor Company of Argentina, Ford Motor Company of Colombia, Ford Motor Company of Venezuela, Ford Motor Company of Peru, Ford Motor Company of Ecuador, Ford Motor Company of Bolivia, Ford Motor Company of Paraguay, Ford Motor Company of Uruguay, Ford Motor Company of Chile.



Take advantage of the new
in our combined met
Putting you first, keeps us first.

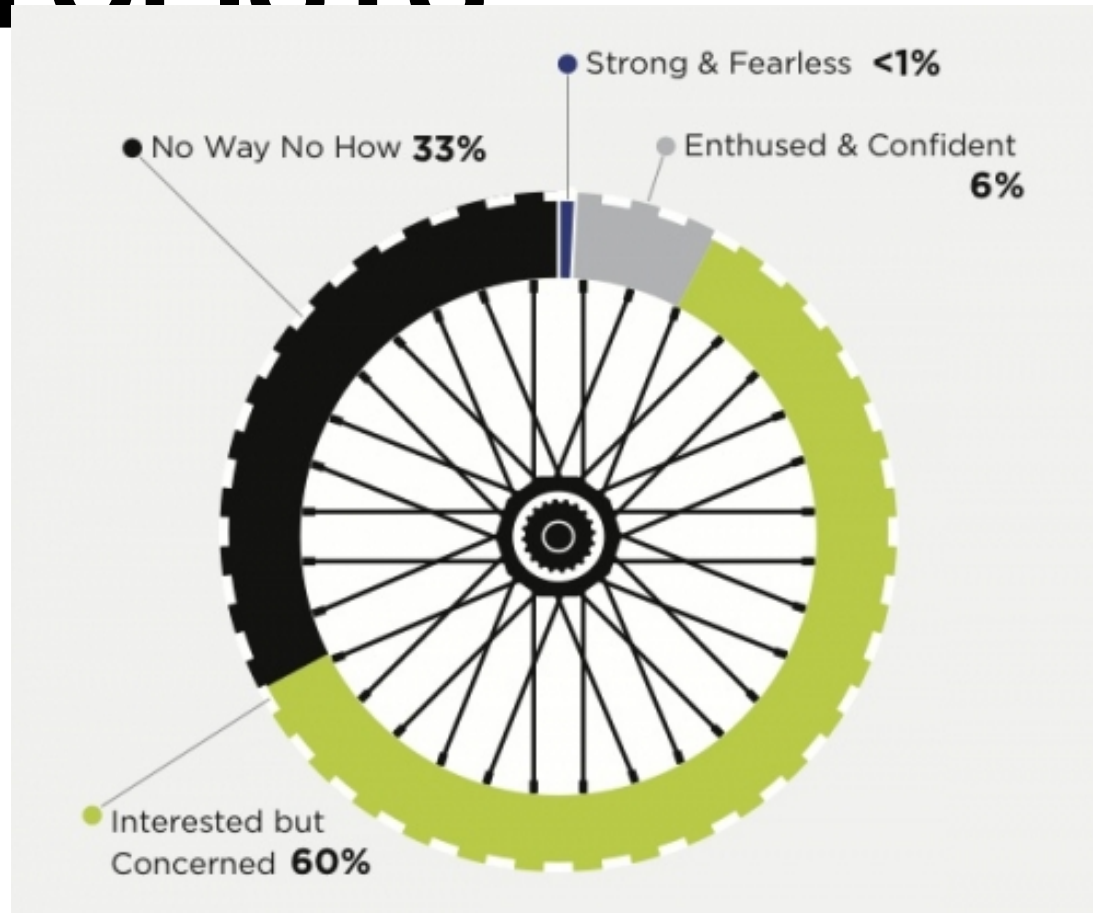
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TOP U.S. CITIES FOR BIKE COMMUTING

	RAN K	2014	RAN K	2013	RAN K	2012	RAN K	2011	RAN K	2010
Portland	1	7.2%	1	5.9%	1	6.1%	1	6.3%	1	6.0%
Minneapolis	2	4.6%	4	3.7%	2	4.5%	3	3.4%	3	3.5%
San Francisco	3	4.4%	3	3.8%	5	3.8%	4	3.4%	4	3.5%
Washington, DC	4	3.9%	2	4.5%	3	4.1%	5	3.2%	5	3.1%
Oakland	5	3.7%	8	3.0%	8	2.7%	6	3.1%	10	1.8%
Seattle	6	3.7%	6	3.5%	4	4.1%	2	3.5%	2	3.6%
New Orleans	7	3.6%	5	3.6%	10	2.4%	9	2.3%	11	1.8%
Tucson	8	3.4%	7	3.4%	7	2.8%	7	2.8%	6	3.0%
Denver	9	2.5%	12	2.0%	6	2.9%	8	2.4%	8	2.2%
Boston	10	2.4%	13	2.0%	13	2.0%	14	1.7%	16	1.4%
Pittsburgh	11	2.0%	10	2.2%	17	1.4%	18	1.4%	13	1.6%
Tampa	12	1.9%	21	1.2%	19	1.4%	15	1.5%	9	1.9%
Sacramento	13	1.9%	11	2.2%	9	2.6%	10	2.2%	7	2.5%
Philadelphia	14	1.9%	9	2.3%	11	2.3%	12	1.8%	12	1.8%

SOURCE: U.S. CENSUS

4 TYPES OF TRANSPORTATION BICYCLISTS



DESIGNING FOR COMFORT



WHO RIDES?

Bicycling is growing fastest among African Americans, Latinos and Asian Americans, rising from 16% of bike trips in 2001 to 23% in 2009

Photo: Ed Hernandez
Credit: Liz Clayman

New Report: bit.ly/1avt705
#pedalingequity

NO U.S. ETHNIC GROUP HAS MORE AT STAKE IN IMPROVING BIKE SAFETY THAN LATINOS



Age-adjusted biking deaths per 100,000 population, 1999-2011¹

WHO RIDES?

