



**peopleforbikes**

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**May 15, 2024**

Representative Cynthia Neeley and Members of the House Tax Policy Committee  
124 N. Capitol Ave.  
P.O. Box 30014.  
Lansing, MI

**Subject: HB 4491, Electric Bicycle Incentive Program**

Dear Representative Neeley and Members of the House Tax Policy Committee,

On behalf of the PeopleForBikes Coalition, we write to you in support of HB 4491, that if signed into law, would create an electric bicycle purchase incentive program in Michigan state.

The PeopleForBikes Coalition is the national advocacy group that works for better policies and infrastructure for bike riding. We are the sole national trade association, representing over 320 manufacturers, suppliers, and distributors of bicycle products and representing over 1.4 million riders in the U.S. We work to make bike riding a safer and more inclusive activity for everyone, including those who ride electric bicycles.

Presently, ten states have successfully implemented statewide e-bike incentive programs. PeopleForBikes estimates that state funding would generate at least \$400 million in e-bike sales over the next decade. E-bike incentive programs promise extensive benefits for public health, clean air and community development goals while concurrently bolstering state economies.

The establishment of a statewide e-bike incentive program will enhance Michigan's economy, broaden equitable transportation options, and contribute to environmental goals. With advancements in battery technology, motor design, and cargo carrying capacity, electric bicycles are now a viable full-time transportation option for many Americans. We are thrilled to see that this legislation includes reference to battery standards in UL 2849 or EN 15194 for consistency with other pending legislation in states across the country related to batteries for electric bicycles.

Thank you again for your leadership on this important issue. We believe that the most successful electric bicycle incentive programs are ones that are created alongside local advocates and retailers. We want to support this bill as you champion it through the legislative process.

We appreciate your consideration and welcome the opportunity to provide any further information.

Sincerely,

Dr. Ashley (Ash) Lovell  
Electric Bicycle Policy & Campaign Director  
PeopleForBikes Coalition