About the Book

This book explores the reasons for difficulties in making cycling mainstream in many cultures, despite its claims for being one of the most sustainable forms of transport. In conditions of relatively low use, cycle users become more closely identified with their means of transport than users of other modes. Such personality-based considerations led to the need initially for the book to explore the cultural development of cycling in countries with high use and the differences in use between different sub-groups of the population. After a consideration of the possible role and function of the private sector, the lessons learned from the book are placed in a socio-political context with a call for required action to create a revolution in cycle use.