SYNOPSIS:

Bikes vs Cars depicts a global crisis that we all deep down know we need to talk about: climate, earth’s resources, cities where the entire surface is consumed by the car. An ever-growing, dirty, noisy traffic chaos. The bike is a great tool for change, but the powerful interests who gain from the private car invest billions each year on lobbying and advertising to protect their business. In the film we meet activists and thinkers who are fighting for better cities, who refuse to stop riding despite the increasing number killed in traffic.

BIKES VS CARS
Director: Fredrik Gertten
Producers: Margarete Jangård, Elin Kamlert, WG Film
Production year: 2015
Length: 91 minutes
Date of premiere: 2015-03-06
Distribution: Folkets Bio
PEOPLE IN THE FILM

Dan Koeppel
Dan is a writer, urban explorer and avid bicyclist who lives with his wife and son in Los Angeles. He’s a self-proclaimed L.A. transit geek and the founder and organizer of The Big Parade, a two-day community walking event in Los Angeles.

Aline Cavalcante
Aline moved to São Paulo in 2008 and soon after discovered the joy of getting around the city by bike. She is now a blogger and bicycle activist, writing for the blog Vá de Bike. She is active in many bike related groups and collectives, including the bar and bike shop Las Magrelas, which she was instrumental in organizing.

Ivan Naurholm
Ivan has been navigating the streets of Copenhagen as a taxi driver (and occasional tour guide) for many years now and has watched the city develop into one of the best biking cities in the world. He sees the benefits of that, but says that sharing the roads also makes his daily life a lot more stressful.

Raquel Rolnik
Raquel is an urban planner, author and professor at the School of Architecture and Urbanism at the University of São Paulo. She is also the Special Rapporteur of the United Nations for the right to adequate housing.

Nicolas Habib
Nicolas became the manager of five São Paulo JAC Motors dealerships after his father, Sergio Habib, brought the Chinese manufacturer to Brazil. He will soon become a Regional Director for the company as it expands across the country.
Don Ward
Don is the organizer of L.A.’s Wolfpack Hustle, the underground bicycling club known for their midnight rides and drag races, which attract thousands of the city’s cyclists. Don has become a respected bicyclist advocate in the community and was recognized with Livable Street’s Advocate of the Year award in 2010.

Rob Ford
Toronto’s 64th Mayor came to power to stop what he calls the “War on Cars.” In 2012, the city spent $300,000 to remove the Jarvis Street bike lanes.

Gil Peñalosa
Gil is an internationally renowned livable city advisor and founder of 8-80 Cities. His work focuses on the importance of public space and sustainable mobility. He formally worked for the City of Bogotá, during which time his team initiated the city’s “new Ciclovia,” which today is internationally recognized and emulated.

Joel Ewanick
Joel is the former Marketing Director for Porsche, General Motors and Hyundai. In 2013, he founded FirstElement Fuel, with the goal of building a network of hydrogen fuel stations throughout California and enabling the commercialization of fuel cell vehicles.
DIRECTOR’S STATEMENT:

Born in Malmö, Sweden, a city where the bike is the natural choice for going from one place to another, I’ve traveled the world wondering why there are so few bicycles. Now, the car model as we know it has reached an extreme level with constant gridlock and millions of productive hours lost. Frustration is growing and cities need to look into new models. The new urban biking movement is pushing this development. People simply put a sign on their bike saying “ONE LESS CAR,” A Do-It-Yourself attitude towards a global crisis. It’s a positive message in depressing times. If all cities adopted the model of Copenhagen, where forty percent commute within the city on bikes, it would be a radical change for the world. Something you can measure in health, pollution, oil-usage. And now the conflict. The car, oil and construction industry is in the center of our economic system. They are the ones who don’t want change, and if only in their pace even if the planet needs instant action.

Why the title Bikes vs Cars?
It’s a matter of city planning. Bikes represent a city planning with a human scale where small business thrive. The car supports the shopping malls, the freeway solutions. The film is not about a conflict between motorists and cyclists. A lobby driven city planning have over the years made people car dependent. Also motorists are victims of this effect and they pay with their time in the endless gridlocks.

Why the cities in the film?

Los Angeles is the mother of all freeways, the model that has been copied out over the whole world. Once L.A had the best public transport in the world and now maybe the poorest one. We need to understand that this is not a natural development. It’s lobby driven

Sao Paulo represents the emerging economies where a consuming middle class is growing. Car sales are booming and frustration is growing. An average commuter spends 3 hours in traffic every day.

Toronto elected a mayor who wanted to “Stop the War on Cars”. Rob Ford might be eccentric but he understands very well that frustrated car dependent citizens vote for candidates who promises to save them from bad traffic. The car dependent vote is an issue in most democracies. Makes change very complicated, also for cities that understands that change is necessary.

Copenhagen is the utopia in the film. A city with a human scale where the bike rules also in freezing winter.

- Fredrik Gertten.
Fredrik Gertten, director
Fredrik Gertten, the director of Bikes vs Cars is a Swedish award winning director and journalist.

His latest works BIG BOYS GONE BANANAS!* (2012) and BANANAS!* (2009) have met an audience in over 80 countries including leading festivals as Sundance, Berlinale, Hot Docs, Toronto, IDFA, Amsterdam, Melbourne IFF, Sao Paulo IFF, Sheffield. In Sweden the sale of FairTrade bananas more than doubled after the release of the films.

In 1994 Fredrik founded the production company WG Film. Before he worked as a foreign correspondent and columnist for radio, TV and press in Africa, Latin America, Asia and around Europe. Today he combines filmmaking with a role as a creative producer on WG Film - famous for local stories with a global understanding, with several films catching the identity and transformation of his hometown.

Margarete Jangård, producer
Margarete Jangård is a producer with her main focus on creative documentaries. After ten years at WG Film, she stands behind films such as BANANAS!*; Love Always, Carolyn, I Bought a Rainforest, Milkbar, The Socialist, the Architect and the Twisted Tower and more. She has a background in commercials and advertising, which she worked with for almost 20 years. Now supplemented by several years of international networking around Europe, USA and Canada.

Elin Kamlert, producer
Elin Kamlert started her employment at WG Film as an outreach & sales producer in 2012, soon to become a producer full-time. In the past she has studied film and humanities, produced documentary film festivals and worked with talent development programs for filmmakers.

Benjamin Binderup, editor
Benjamin Binderup graduated in 2005 from The National Film and Television School in London. Has worked as a professional film editor since 2002, mostly with commercial films and music videos. After his education Benjamin made his way into fiction, and has worked on several fiction films such as the award-winning Manden med de Gyldne ører and DR TV2 thriller series Den som dræber.
CREDITS:

DIRECTOR: Fredrik Gertten
EDITOR: Benjamin Binderup, Morten Giese, Klaus de León Heinecke, Sascha Fülscher, Phil Jandaly
NARRATIVE CONSULTANT: Niels Pagh Andersen
COMPOSER: Florencia Di Concilio
SOUND DESIGN: Alexander Thörnqvist
PRODUCER: Margarete Jangård, Elin Kamlert

EXECUTIVE PRODUCER: Alexandra Galvis, Fredrik Gertten, Chris Paine, Maria Farinha
Films: Luana Lobo, Marcos Nisti, Estela Renner

FEATURING:
Aline Cavalcante, Dan Koeppel, Raquel Rolnik, Ivan Naurholm, Nicolas Habib, Don Ward, Gil Peñalosa, Denzil Minnan-Wong, Christina Deckwirt, Joel Ewanick, Joshua Dysart, Liliana Godoy, Fabio Mendonça, Ricardo Correa, Evelyn Araripe, Otto Koeppel, Kalee Thompson, Karem Rojas

POST PRODUCTION MANAGER: Agnes Nilsson
JUNIOR PRODUCER: Glynnis Ritter
COLORISTL: Michael Cavanagh
MOTION GRAPHICS: Charlotte Rodenstedt, Jens Klevje
GRAPHIC DESIGN: Rebeca Méndez
WEB DESIGN: Redicod
MOTION GRAPHICS ASSISTANT: Mikael Duvskog

DIRECTOR & WRITER: Fredrik Gertten
ASSOCIATE PRODUCER: Todd Dipaola
LEGAL ADVISER: Lincoln Bandlow, Richard J. Lee
ACCOUNTANT: Björn Ringdahl
ARCHIVE: Elisabeth Klinck, Sara Hutchison

SALES AGENT: Autlook Film Sales

SUBTITLES: Ingrid Eng, TC:subtitling, Thomas Löwhagen
TRANSLATION:
Maisa Dabus, Julia Caiuby, Magali Nobrega, Ana Paula Pérez Córdova, Ricardo Fidelis, Anton Corbal, Rafaela Stalbalk

SÃO PAULO TEAM:
CAMERA: Janice D’Avila, Flora Dias
BIKE CAMERA: Rodrigo Marcondes
DP ASSISTANT:
Fernando Goncalves, Leonardo Pietrocola, Lucas Cardosa, Ricardo Hessel
1st AD ASSISTANT: Fernando Caverna
SOUND: Fernando Russo, Danny Mota, Guilherme Shinji
LINE PRODUCER:
Julia Caiuby, Cesar K. Barbosa, Thais Bastos, Vanessa Paraguassu, Gabo Nunes
RESEARCH: Henrik Brandão Jönsson
DRIVER: João Carlos Mansour
LOS ANGELES TEAM:
CAMERA: Kiki Allegeier, Joseph Aguirre, John Reyes, Steve Payne, Brandon Hickman
SOUND: Erik Clabeaux, Scott Kaser, Ebbé Gertten
LINE PRODUCER: Sara Hutchison, Susy García salas Barkley
RUNNER: Agnes Gertten
ADDITIONAL FOOTAGE: Darren Bates, Joe Cano, Colin Arlen, Estevan Padilla

COPENHAGEN TEAM:
CAMERA: Ita Zbroniec Zajt
SOUND: Agnes Nilsson
LINE PRODUCER: Glynnis Ritter
ADDITIONAL FOOTAGE: Kim Høgh Mikkelsen

TORONTO TEAM:
CAMERA: Iris Ng
SOUND: Jason Milligan
LINE PRODUCER: Diana Warmé
RESEARCH: Luca Defranco, Elizabeth Klinck
ADDITIONAL FOOTAGE: Martin Reis

BOGOTÁ TEAM:
CAMERA: Ricardo Restrepo
SOUND: José Jairo Flórez
LINE PRODUCER: Alexandra Galvis
DRIVER: Amanda García

PARIS TEAM:
CAMERA: Jean-Jacques Mrejen
SOUND: Laurent Trappenard

BERLIN TEAM:
CAMERA: Ute Freund, Joakim Demmer
DP ASSISTANT: Anton Corbal
SOUND: Magnus Pflüger

LONDON TEAM:
CAMERA: Hatt Reiss

MALMÖ TEAM:
CAMERA: Marek Wieser, Agnes Nilsson
ASSISTANT: Sabine Käppler
STILLS: Michel Thomas
SOUND DESIGN: Martin Hennel, Anders Wall

BEIJING: Derryck Menere

ARCHIVE: Los Angeles Public Libraries, Pasadena Museum of History, Los Angeles County Metropolitan Transportation Authority, Pacific Electric Railway Historical Society Archives, USC Libraries, UCLA Libraries, Robert Mann Gallery, Glendale Library, California Department of Transportation, Danish Film Institute, Thüningen Press, Action Press/All Over press, Christoph Gielen, Pond5 & VideoBlocks
OUTREACH & CROWDFUNDING:

THANKS TO:
Alexandre Cornu, Alex Gabassi, Ben Kempas, Brian Knappenberger, Caroline Ljungberg, Trivector, Cykelfrämjandet, Toronto Urban Repair Squad, Daniel Guth, David Magdael, Delphine Batho, Denis Baupin, Erik Robertson, Gary Fischer, Gustav Runberg Schultz, Jean-Paul Morin, Jimmy Lizama, Joe Berlinger, Laura Nimtoft, Laura Nix, Lyndsey Parette, Martin Reis, Morgan Spurlock, Nathalie Bély, Renata Falzoni, Sabrina Bogado, Samir Tounsi, Spacescape AB, The Yes Men, Thiago Benicchio, Tia Lessin, Molly Arevalo, William Cruz

Special thanks to all our over 2000 Kickstarter supporters in 50 countries

BiKES vs CARS produced by WG Film

In co-production with
SVT/Axel Arnö
Film i Skåne/Joakim Strand
ORF/Franz Grabner

In association with
YLE
NRK
VPRO
YesDocu

With support from
Swedish Film Institute/Cecilia Lidin
Nordisk Film & TV Fond/Karolina Lidin
Creative Europe-Desk MEDIA
Influence Film Foundation
Malmö Stad

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IMAGES
(more on www.bikes-vs-cars.com/press)

BIKES vs CARS Title image 2; Ghost bike memorial ride, São Paulo, Brazil. Photo: Flora Dias

Ghost bike memorial ride, São Paulo, Brazil. Photo: Flora Dias
From the short film The Invisible Bicycle Helmet, by Fredrik Gertten, with Anna Haupt and Terese Alstin, Malmö, Sweden. Photo: Marek Wieser

Bike activist protesting against the removal of the Jarvis bike lane, Toronto, Canada. Photo: Martin Reis
BIKES VS CARS

Aline Cavalcante, São Paulo, Brazil. Photo: Janice D’Avila

Dan Koeppel, Los Angeles, USA. Photo: Joseph Aguirre
Director Fredrik Gertten; BIKES vs CARS Kickstarter campaign, Malmö, Sweden. Photo: Michel Thomas

Director Fredrik Gertten. Photo: Martin Bogren
INFO/CONTACT

Trailer, texts and images are online at www.bikes-vs-cars.com. All images are free to use if source (WG Film) and photographer is mentioned.

Please email bikes-vs-cars@wgfilm.se for inquiries regarding the film. Thank you.

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