



IRVINE

M

BILITY

SUMMIT 2025



We're Excited to Spotlight Thomas Krag from Copenhagen, Denmark

An expert in urban cycling culture, Thomas will share invaluable insights on the behaviors that shape a city's bicycle culture. As one of the featured presenters at the Summit, he'll also lead a technical workshop designed specifically for Planners and Mobility Staff, focusing on effective marketing strategies to promote biking and inspire behavioral change. Don't miss this chance to learn from one of the foremost voices in mobility — register now to secure your spot at the Irvine Mobility Summit June 4–6.

Meet Thomas Krag

As the former CEO of the **Danish Cyclists' Federation** from 1986 to 2000, Thomas led the charge in advocating for every day cycling. Since then, he has worked as a private consultant, specializing in mobility and transport behavior with a strong focus on cycling. Through **Thomas Krag Consulting**, he has contributed to numerous projects centered on health, safety, planning, and cycling advocacy.

Thomas is known for his practical, fact-based approach to presenting cycling as a viable mode of transportation. His unique ability to translate complex concepts into accessible, actionable insights makes his presentations both engaging and informative.

Join us at the Irvine Mobility Summit to gain a fresh perspective on building a thriving cycling culture.



For details and to register, scan the QR code or visit cityofirvine.org/mobilitysummit.

