BUSINESSBIKE

NEXTBIKE CYCLE HIRE SCHEME

WHO ARE NEXTBIKE?

Nextbike was founded in 2004 by two men in Germany with one aim – to get people out of cars. Nextbike has become one of the leading producers and operators of bike sharing systems around the world.

Currently, nextbike has more than 40,000 bikes in service and is active in 23 countries on 4 continents.

Nextbike Cyprus has been successfully operating its bike rental system in Limassol since 2012!

Nextbike has a proven background of delivering high profile schemes in partnership with blue-chip brands such as Coca Cola and Santander Personal Banking. With over 13 years' experience, nextbike supports cities and businesses in planning bike sharing systems to minimize traffic issues both economically and ecologically.

40,000
BIKES

23
COUNTRIES

4
CONTINENTS

INTRODUCTION

Nextbike Cyprus

The Limassol nextbike scheme consists of 172 nextbikes and 22 stations located in central locations in Limassol and along the Limassol seafront from the New Port, the Limassol Marina and all the way to the Saint Raphael Marina.

In this respect, may we also refer you to our website www.nextbike.com.cy and the general website of nextbike worldwide www.nextbike.net

The scheme has proved a huge success with over with over 95,000 rentals in the first 4 years.

Nextbike Cyprus would like to encourage organisations to take up cycling in their city - commuting to work, getting to meetings, having a leisurely cycle on their break or even having the benefit to cycle outside working hours.

BusinessBike enables organisations to offer a FREE subscription to all staff members.

This proposal provides further information about the scheme and how your organisation can make the most of this city changing initiative.

HOW WE WORK

USERS WILL BE ABLE TO RENT BIKES FROM ALL NEXTBIKE SCHEMES IN 123+ CITIES AROUND THE WORLD

REGISTER

You can register online, using the free App, on our computer terminals or by calling the customer Hotline

RENT

Renting a bike takes seconds using the App, our website, the terminal computer or by calling the customer hotline

LOCK

You can park your bike temporarily mid-ride using the bike lock

RETURN

Return and lock the bike at any official station using any of the return methods

RENTAL TARIFFS

DURATION (OF RENTAL)	PAY AS YOU RIDE (NO ANNUAL FEE)	SUBSCRIPTION (€ 120.00 PER YEAR)
FIRST 60 MINS	€2	FREE
FOLLOWING 60 MINS	€1* every ongoing hour thereafter is charged €1.00	FREE
UP TO 24 HOURS	€8	normal rates will apply after the first free 120 mins

The tariff is designed to offer a low cost, fast and convenient alternative to public transport and driving when travelling locally.

Subscription and rental fees will be charged to the user's registered payment card

THE VALUE OF CYCLING

A recent research study conducted by University of Birmingham on 'The Value of Cycling' has shown the benefits of a cycle scheme for both the employer and the employee.

For the prospective employee, ease of physical access to work opportunities is central to the ability to gain employment and cycling provides a tool by which joblessness due to access of transport and costs, may be overcome for some social groups. Cycling to work results in reduced absenteeism, with regular cycle commuters having on average one day less sickness absence per annum than other people.

Cycle facilities are now a factor in the career choice for over half the respondents to a British Council survey and furthermore, promotion of cycling to work has led to lower job turnover.

nextbike

BUSINESSBIKE QUOTATION

CORPORATE MEMBERSHIP

Cycling regularly can mean happier and more productive staff and a less frightening expenses bill.

BusinessBike is a great way to get your organisation pedaling, without the hassle of managing your own pool bike scheme. BusinessBike membership offers all staff/members a
FREE subscription giving 120 minutes free per day. Plus, they can also rent bikes in all nextbike cities around the world!

Perfect for nipping to meetings, running errands or just clearing the head.

BUSINESSBIKE

NUMBER OF PEOPLE IN YOUR ORGANISATION	ANNUAL MEMBERSHIP FEE
10	€540.00
50	€2,040.00
100	€2,880.00
250	€5,625.00
500	€6,300.00
1,000 >	€7,800.00
1,000 +	Please enquire

THE BUSINESSBIKE MEMBERSHIP FEE IS CALCULATED USING THE HEAD COUNT OF YOUR ORGANISATION.

Maximum value is achieved through good promotion across your organisation to get as many people cycling as possible. We can provide materials to help you promote the offer within your organisation.

*Prices exclusive of VAT. Please provide us with an accurate head count for an exact cost.

GET YOUR OWN STATION

Whilst we've tried to reach as many corners of the community as possible, inevitably not everyone will have a station close by. If your organisation is not well served, we may be able to install a new station close by if there is clear demand.
Please get in touch for a quote.

SPONSORSHIP OPPORTUNITY

Own the streets of Limassol by sponsoring the Limassol nextbike sharing program.

This unique and effective marketing platform, is seen across the city at very minimal costs and illustrates the company's sustainability and social responsibility.

Targeting a captive audience and thousands of potential customers, keeping the brand on top of the mind of every passer by and producing long-standing community good will!

WHAT OUR PACKAGE OFFERS:

- System naming rights
- Online/ digital branding
- Other channels inc. newsletters and hotline response

ADVERTISE WITH US

In Europe alone, there are more than 40,000 nextbike rent-a-bikes in 15 different countries. 40,000 bikes who take their bike ad campaigns to all the hotspots around the city.

Whether it's on the streets, in pedestrian zones, public squares, busy intersections or in parks: nextbikes are always seen, either on the move or waiting for the next rider. Unlike billboards, we take your message directly to your target audience, without interfering with the cityscape. Your classic ad campaign can be complimented using promotions, guerrilla marketing, flash mobs and events.

CONTACT US

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