



Electric Bikes Sussex

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What is an Electric Bike?

PEDal ELECtric = Pedelec = EU Regulation EN15194 = Legal throughout Europe.

- A 'regular' bike with optional Powered Assistance – but **only** when you pedal!
- Max 250w Power Output – any more is illegal!
- No assistance beyond 25KPH (15.63mph)
- Formally a "Bicycle" – Can use Bike Lanes, No Tax, Registration, Insurance etc.



ELECTRIC BIKES
Simple

Why Buy an Electric Bike – The Research!

- University of Brighton Project – 35 Electric Bikes (previous generation)
 - GPS tagged
 - Controlled research
- Conclusions – Electric Bikes:
 - are more inclusive (gender and ethnic background)
 - result in people cycling more often and longer distances
 - are overall healthier than legacy bikes.
 - extend the perceived acceptable commute distance to 10 miles (5 miles legacy).
- Other research typically results in the same conclusions 😊
 - EG: Norwegian Department of Transport – 68 Electric Bikes
 - Their results said people ride: “Double” the Distance.

Why Buy an Electric Bike?

PERSONAL

- Go Further, Faster
- Get Fitter
- Arrive Fresher
- Have Fun
- Easy Parking
- More Inclusive

SOCIETAL

- Better Air Quality
- Less Congestion
- Lower NHS costs



Ways to Buy Your Electric Bike

- The easit Network – Discount for Members
- Retail: Cash, Debit, Credit (or Chocolate may work!)
- 0% Finance – 12 or 24 months. No Deposit, No Fees
- Cycle to Work – Unlimited ££££'s
- Leasing for Companies



Questions & Answers?

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