**Transport for London electric bike partnership opportunities – Expression of Interest form**

**Company details:**

|  |  |
| --- | --- |
| **Company name** |  |
| **Contact details (name/email/phone)** |  |
| **Company category (please circle)** | Retailer / Manufacturer / Other - please specify: |
| **(Retailer only) How many stores in London?** |  |

**Partnership opportunities summary:**

|  |  |
| --- | --- |
| **What opportunities would you like to be involved in? (Select all that apply)** | **□** Test rides via shops/demo centres  **□** Test rides via workplaces  **□** E-bike discounts  **□** Interest free finance |
| **Confirm you are willing to…** | **□** Co-promote e-bike messages  **□** Provide sales and test ride data |

**Test rides via shops/demo centres (if applicable):**

|  |  |
| --- | --- |
| **Confirm you are willing to…** | **□** Offer test rides outside your shop/demo centre  **□** Offer test rides for a minimum of 10 mins duration  **□** Offer test rides for free with no purchase obligation |
| **Summarise your test ride offer, including:**   * *What e-bikes can be test ridden?* * *When will the test rides take place?* * *How long will the test rides be?* * *Where will they take place?* * *What will you require from test riders?* |  |

**Test rides via workplaces (if applicable):**

|  |  |
| --- | --- |
| **Confirm you are willing to…** | **□** Provide a minimum of 5 e-bikes  **□** Provide a variety of e-bikes  **□** Offer test rides over a minimum two hour session  **□** Offer test rides for free with no purchase obligation |
| **Summarise your test ride offer, including:**   * *What e-bikes will be provided?* * *How many e-bikes will be provided (if over 5 e-bike min)?* * *How long will the overall workplace sessions last (if over 2 hours min)?* * *What areas of London can you cover?* * *How many sessions could you deliver each month?* * *What days of the week can you deliver sessions?* * *What will you require from test riders?* * *What will you require from workplaces?* * *Would you be willing to offer longer test rides e.g. 24 hours per rider?* |  |

**E-bike discounts (if applicable):**

|  |  |
| --- | --- |
| **Confirm you are willing to…** | **□** Provide a minimum of a 5% discount on e-bike purchase |
| **Summarise your discount offer(s), including:**   * *What is the maximum offer(s)?* * *What e-bikes will the offer(s) apply to?* * *How long will the offer(s) be available?* * *What will a customer have to do to receive the offer(s)?* |  |

**E-bike finance (if applicable):**

|  |  |
| --- | --- |
| **Confirm you are willing to…** | **□** Provide interest free finance over a minimum of 12 months |
| **Summarise your finance offer(s), including:**   * *What is the offer(s)?* * *What e-bikes will the offer(s) apply to?* * *How long will the offer(s) be available?* * *What will a customer have to do to receive the offer(s)?* * *What will the cheapest per month offer on an e-bike be?* |  |

**E-bike promotion (applicable to all):**

|  |  |
| --- | --- |
| **Confirm you are willing to…** | **□** Co-promote our e-bike messages |
| **Summarise the promotion you will do, including:**   * *How will you promote our e-bike messages?* * *When will you promote our e-bike messages?* * *What is the approximate cost of this promotion to you?* * *What is the approximate number of people who will see the promotion?* |  |

**Sales and test ride data (applicable to all):**

|  |  |
| --- | --- |
| **Confirm you are willing to…** | **□** Provide TfL with e-bike sales and test ride data on a confidential basis |
| **Summarise the data you will provide, including:**   * *What data can you provide?* * *How often will you be able to provide this data?* * *What, if anything, will you require from us?* |  |

**Please provide details of any other partnership opportunities that you think we should consider:**

|  |
| --- |
|  |