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

**Company details:**

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| **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:**

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| **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):**

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

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

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

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

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

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

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