

BROMPTON

Andrew Ritchie starts designing a folding bike in his flat overlooking the Brompton Oratory in South Kensington, London

Low volume, ad-hoc production begins

Brompton is awarded with the coveted Best Product award at the Cyclex event held at Olympia, London

Brompton receives Queen's Award for Export Achievement

A Brompton bike is ridden at the South Pole

Andrew Ritchie receives the Prince Philip Designers Prize

Brompton Junction London opens, the seventh worldwide

The first Brompton bikes are fairly crude but fold neatly and conveniently into a tiny package. It is a remarkable step forward in folding bike design

Full time production commences in units set in railway arches in Brentford, West London

The first Brompton World Championship takes place

The first Brompton Junction store opens in Kobe, Japan

1975

1977

1981

1987

1988

1995

2003


2006

2009

2011

2013





Brompton – the world's most  
compact and durable folding bicycle

BROMPTON  
BIKE HIRE





MADE IN  
LONDON



# MADE FOR YOU





# MADE FOR CITIES





Our Mission

# Change how people move in cities

Improve air quality, people's health, lifestyle  
and their connection to the city



## National Network

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- 65 locations
- 17 locations planned for next 12 months
- Docks in Wales and Scotland included in 2021 plan
- Adjacent to other modal options



# BIKE SHARE



# BIKE HIRE



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# TOP LINE

## Bike Share

- Short rentals (avg – 25-35 mins)
- Part of regular commute or impulse journey
- Cheapest for single trip, multi-trips expensive
- Requires city wide coverage

## Bike Hire

- Extended rentals (avg 3.7 days)
- Core of a business or leisure trip
- Cheapest when used for multiple trips
- Can be targeted to high need locations
- Cheapest automated hire solution





Brompton works best as a  
part of a multi-modal trip





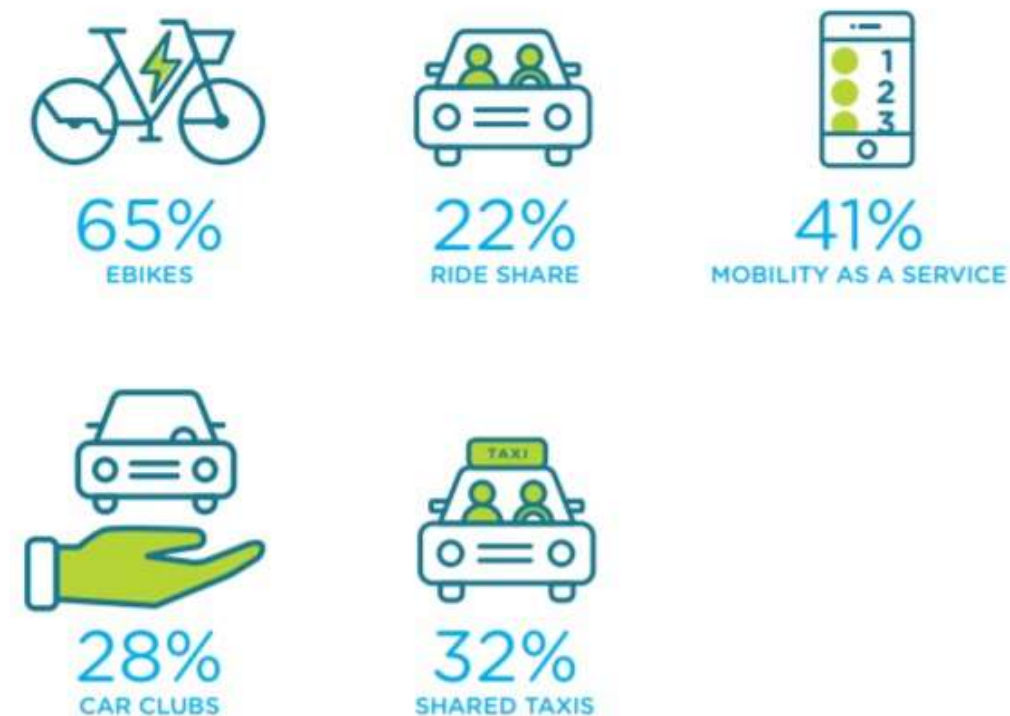
# CUSTOMER BEHAVIOUR

Time, convenience and money are in the top 5 reasons for using bike share



BIKE SHARE USERS ARE LIKELY TO USE OTHER SHARED MOBILITY SERVICES

The share / hire economy becomes the norm



Bike Share Users Survey 2018

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# CUSTOMER BEHAVIOUR

	Bike Share	Brompton Bike Hire
Percentage of multi-modal trips	49%	91%
Average trips for active day	1.3	1.9
Average Hire period	22 minutes	3.7 days
Male/Female	56%/42%	54%/46%
A – A trips	11%	70%

Bike Hire complements existing modes of transport





# Solutions



# 1. Automated Hire



# Automated Dock

## BROMPTON BIKE HIRE

- A modular system
- Up to 32 bikes can be stored and hired from the footprint of a single car space (3 times the number of conventional bikes)
- 24/7 operation run by Brompton Bike Hire
- Docks can be powered by solar or mains electricity depending on location





# Dock Configurations



8 bay solar



12 bay solar



16 bay back to  
back with ad  
screen



16 bay with solar



# Technical Specifications

	8 Bay	12 Bay	16 Bay to Back	16 bay in line
W idth (mm)	2120	3206	2120	4292
Height (mm)	2082	2982	2082	2082
Depth (mm) (Doors open /Closed)	1211 /783	1211 /783	2422 /1566	1211 /783
W eig ht without bike s (kg)	580	850	1025	1115
Weight wit h bikes (kg)	680	1000	1225	1315

- Power can either be via a solar panel or a mains connection depending on location.
- Planning permission is not normally required as classed as temporary structure
- Docks designed and manufactured to exceed Loss Prevention Standard (LPS) level 3
- The dock conforms to EMC standards.
- Dock can be fitted on virtually any hard surface such as paving, tarmac, concrete or block paving.



# BROMPTON BIKE HIRE

Lower cost of infrastructure and operation

Fully automated 24/7

£3.50/day with an average of 3.75 days per hire

A shared-use scheme that gives access to the most durable and compact folding bike in the world





## 2. Secure Locker



# Secure Locker



4 bay with advertising screen

- Modular system
- Up to 32 bikes can be stored and hired from the footprint of a single car space
- Electricity not required
- High security
- Can be expanded in blocks of four
- Requires a keyholder to book bikes in/out on site





4-bay BL1, suitable for external sites



4-bay BL2, with LED screen, suitable for internal sites



BL3 is the shell equivalent of BL1 or BL2 and is incorporated at initial fit out

	BL1	BL2	BL3
Width (X)	986 mm	1060 mm	896mm
Height (Y)	1748 mm	1669 mm	1511mm
Depth (Z)	783 mm	783 mm	758mm
Weight (empty)	173 kg	149 kg	108kg
Weight (incl x4 bikes)	223 kg	199 kg	158kg



# 3. Storage Box



# Brompton Box



- Minimal cost
- Pool bike solution
- Brompton Box product is an individual box per bike
- Boxes can be stacked up to 3 high
- Entry is by using a key, the box is made from aluminium.
- When using more than one box they can be joined together & joined to the wall behind
- The weight per box is 22kg without the bike



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BIKE HIRE



## 4. Pool Bikes



## Pool Bikes

- Bikes can be branded in client's livery
- No minimum order quantity
- Multi-modal, end-to-end transport.



# The Bikes

# Bike Specs



- M3L model
- M handlebars
- 3 speed gears
- Version L (mudguards only)
- Steel mainframe and extremities' colours to be determined by client
- Telescopic seat height (over 35 inches)
- Marathon tyres
- Shimano Hub Dynamo lights
- Front carrier block for Brompton bags



# E-Bike Specs



- M Electric
- M handlebars
- 2 or 6 speed gears
- Version L (mudguards only)
- Steel mainframe and extremities'  
colours to be determined by client
- Telescopic seat height (over 35 inches)
- Marathon tyres
- Front carrier block for Brompton bags

# 5. Corporate memberships



# Corporate memberships

- We offer staff of all kinds of businesses corporate memberships to our hire scheme.
- Annual fee provides Frequent membership privileges for all staff
- £3.50 per 24 hour hire fee
- Temporary ownership of bikes – Members can keep bike for up to 30 days and return it to any of our docks.
- If you wish, you could buy hire days from us which we would credit to the members' account, so they can ride for free.

## 6. Long Term Hire



# Long Term Hire

- All the convenience of a Pool bike Scheme without the Capital Outlay
- Minimum Term is 6 months
- Reasonable wear and tear costs included in leasing fee
- Ideal low cost entry point into providing sustainable transport options



# BBH Partners





BROMPTON

BIKE HIRE

Feel unstoppable

