RCYL potential competitor research

There is one company (RCYL) which are selling bikes made from 50% recycled plastics they attempted 100% but could not achieve a sustainable enough model.

They sell for €1,243, they are only just breaking into the UK market but they are already available to purchase in Germany and the Netherlands .

The company mostly targets hotels, campsites, cities, counties, and companies with factory fleets as potential clients for bulk orders,, but they also stated “our urban bikes are perfect as rental bikes”. They also state they can fix any maintenance issues within 24 hours.

1,200 orders have already been placed

– see if can find if any major rental schemes are looking to make an order