



Field of Action 6: Customer traffic

AF6.MS4: Informationen for cycling customers

Implementation effort: 

Costs: € € €

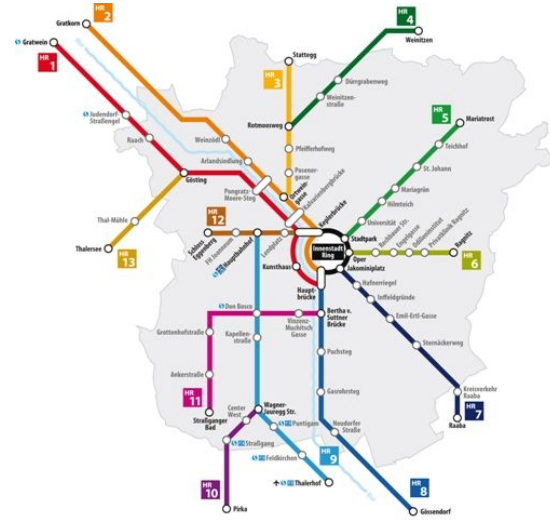
Acceptance: 

Description:

A company can provide present and future cycling customers with information relating to different aspects of cycling.

Possible information material might include:

- Cycling map of the city
- Directions
- Seasonal information brochures
- Product information (e.g. trailers, baskets, rain gear)
- Safety information
- Overview web-based bicycle information (e.g. suppliers of bicycle apps)



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Tips for Implementation:

- Cooperation with various shops to implement incentive campaigns
- Cooperation with regional/local bicycle NGOs

Save Time and Money by:

- Cooperation with various shops to implement incentive campaigns in order to be able to offer divers prizes and rewards