

Getting Started with a Bike Fleet



1

Deciding the Fleet Size

Not sure how many bikes you need? If you own a hotel or resort, a good starting point is a ratio of about 1 bike for every 15-20 rooms at your hotel. So, for a 150-room hotel, we'd recommend 8-10 bikes. If you're located in an area with a lot of destinations that are accessible by bike, the more likely bikes will be in higher demand.

If you are an apartment/townhome community, we recommend 1 bike for every 30 units at your property. So for a property with 150 units, we'd recommend a 5-bike system. The more accessible you are to bike paths and bikeable destinations, the higher the demand.

If you're on a corporate campus, we'd recommend about 1 bike for every 100 employees. The more bike-friendly your campus and surrounding area, the higher the demand.

Note that you can always expand a system based on demand, so if this is your first experience with a bike fleet, no need to over-invest. Even a small fleet can have a big impact.

2

Branding Your Bikes

Bikes with your brand will show off your name everywhere they go. The primary locations for the branding are the sides of the bike frame and the basket panels.

If you want to add more color or personalization to the bikes, we can color match the fenders and



chainguard to your logo. Once your order is confirmed, you will receive a Branding Guide with information on the locations, sizes and types of artwork we need to produce the decals for your bicycles.

3 Bike Sharing

Our bikes come with a ring lock built into the bike frame. When locked, it secures the rear wheel so no one can ride off with the bike. This makes it easy to secure the bikes, and provides a convenient way for riders to lock the bike temporarily if they stop to eat, shop or explore along their ride.

Each ring lock comes with 2 keys. When riders want to use a bike, you can hand out the keys from a front desk or concierge desk. When the rider uses the key to unlock the bike, the key is trapped



in the lock. If the rider wants to stop temporarily along their ride, they can engage the lock and remove the key. When the key is used to unlock the bike, the key is again trapped in the lock. When done using the bike, they simply lock the bike and return the key to the front desk. Since they can't get the key without the bike being locked up, this provides a level of assurance that the bike is secure when keys are returned.

If you will be keeping the bikes in a protected area, this ring lock may be all the security you need. If the area you will be keeping the bikes is not protected or it is exposed to the public, we'd recommend using an additional cable lock to secure the bikes at night.

If you'll be locking the bikes to racks, you'll need cable locks or U-locks to secure the bikes to the racks.

4 Bike Assembly

The bicycles are fully tuned prior to shipping, but need to be partially broken down to fit in the shipping boxes. The bikes arrive about 85% assembled in the box. Final assembly takes about 15-20 minutes per bike. The final assembly can be done by an on-site person using the tools and instructions/video provided with your bikes, or we can arrange for on-site bicycle assembly.

5 Budgeting

As an investment, a bike fleet is pretty inexpensive. Based on the ratios above, the purchase price for a Dynamic Bicycles custom-branded bike fleet will cost approximately \$60 per hotel/resort room, \$11 per employee, or about \$45 per apartment unit at your property. Call us for a custom quote.

6 Bike Maintenance

Dynamic Bicycles are designed for high durability and low maintenance. However, bicycles still need periodic inspections and maintenance to ensure bike and rider safety, prolong the life of the bike, and maximize bike availability.

If you choose to do the bike maintenance yourself, we provide a toolkit and resources to get you started.

If you would like someone else to do the bike maintenance, we can arrange monthly on-site bike maintenance performed by certified and insured mechanics. Maintenance plans start at \$360 per bike per year. ■

If you have questions, feel free to contact us at info@onbikeshare.com or at 401-475-8094.