

Reflective Corporate Branding for public Bike Sharing Systems



Improving the safety of city cyclists while offering new marketing opportunities for private sponsors

BENEFITS

For city councils

- Attract private investment
- Reduce implementation costs
- Reduce maintenance costs
- Increase number of bicycle-share users
- Improve reputation for social and environmental responsibility

For private sponsors

- Make branding visible around the clock
- Associate brand with social responsibility and sustainability
- Improve reputation as innovative
- Make brand more attractive to the youth market

About Happarel Bicycles® - www.reflective.bike

Happarel Bicycles are experts in developing elegant reflective solutions for cyclists that add to design aesthetics instead of compromising. Alongside complete reflective bicycles, Happarel Bicycles® produce a wide range of smart DIY Reflective Sticker Kits for custom use.

