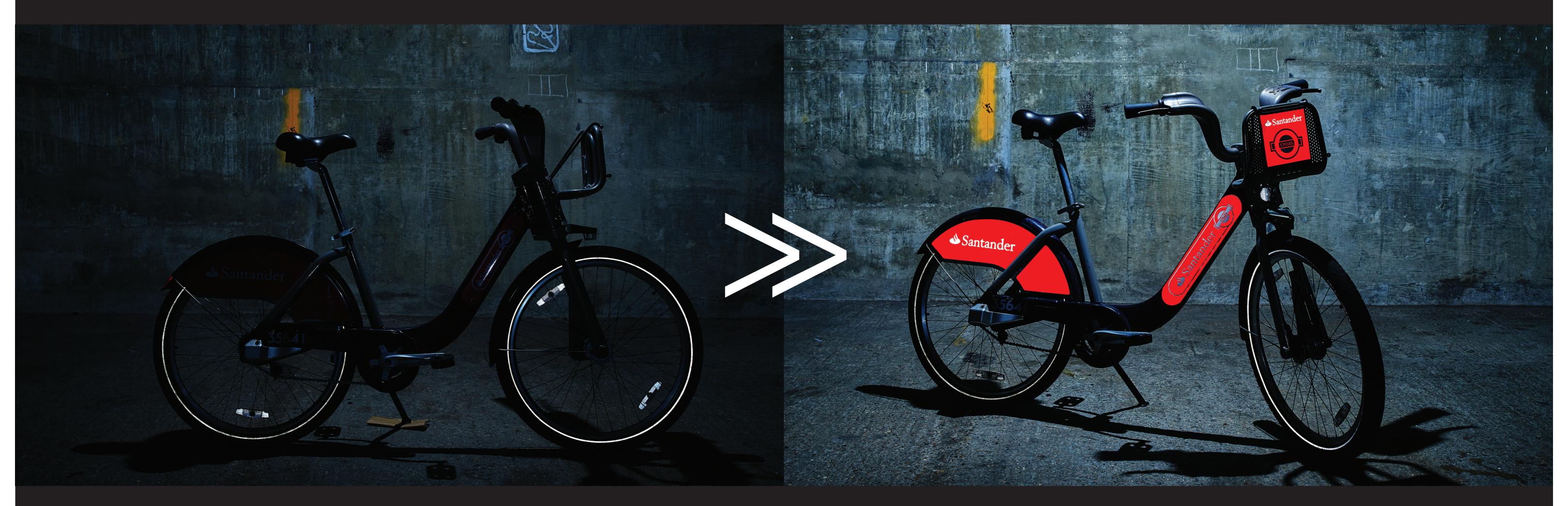
# Reflective Corporate Branding for public Bike Sharing Systems



# BENEFITS

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

#### 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.

