



## Five Reasons to Sell Folding Electric Bicycles at your Store

By Douglas Schwartz, CEO SterlingCi, Inc.

When it comes to exercise it is hard to beat bicycling. Bicycles offer low impact, high aerobic, high calorie burning exercise. When it comes to transportation it is hard to beat electric bicycles. In Europe and Asia where gas is expensive and roads are congested it is no wonder that sales of electric bicycles are skyrocketing. Over 27 million electric bikes were sold in China alone in 2011.

If electric cruiser bikes are any indicator for sales of electric bikes in the US, than like Europe and Asia, electric bicycles are catching on in the US too. According to Don DiCostanzo, CEO of Pedego, and manufacturer of Tommy Bahama® electric bicycles; "Sales of Pedego electric bicycles have tripled this year compared to sales over the same period in 2011."

Folding electric bicycles are also experiencing growth and popularity in the US. The recently introduced For4ward Edge folding electric bicycle by Ultra Motor sold out of the entire inventory of the Edge within weeks of its introduction.



For4ward Edge  
Photo: Ultra Motor



Since its introduction a year ago, the diminutive and stylish VeloMini folding electric bicycle has quickly gained popularity across the US. From young celebrities like the Jonas Brothers to senior couples with RVs, VeloMini buyers like most folding electric bikes cover the total spectrum of age and income.

**Here are five reasons why your store should add**

**folding electric bicycles to your product mix:**

**1. Preaching to the choir:** Avid riders already appreciate and enjoy cycling. Many riders need to combine mass transit to commute to work or school and either do not have shower facilities available or do not have the time to change clothes. Electric folding bicycles allow riders to commute from home to mass transit, from mass transit to the office or school, to ride to lunch and do errands during the day and to reverse the commute home, all without breaking a sweat.

**2. Incremental income from existing customers:**

When a customer buys a full size bicycle for exercise or recreation it is the perfect time to discuss his or her commute requirements and then introduce folding electric bicycles as an alternative that will pay for itself in a relatively short time.

Quality folding electric bicycles range between \$1,000 to \$2,000 and net \$400 to \$800 margin per sale.

Additional profits will be made through additional accessory sales as well as through follow up maintenance and service.



Jonas Brothers with VeloMini  
Photo: VeloMini



Modern Urban Commuter  
Photo VeloMini



**3. Attracting new customers:** Boat, RV, and private plane owners that require small folding bicycles tend to have a lot of expendable income.

Because of its small size and ability to fold for carrying or storage, folding electric bikes are well suited for; students living in dorms,

city dwellers, multi-mode commuters,

boomers, seniors, people with physical disabilities as well as people that are vertically challenged and will not fit or feel comfortable on a full size bicycle. Once they have purchased a folding electric bicycle from your store it is the perfect time to sell them on purchasing a full size pedal bike for exercise or recreation.



Private pilot with folding electric bike  
Photo VeloMini

**4. Small investment with minimal floor space.** In addition to selling full size electric bicycles, ELV Motors has been selling folding electric bicycles since its opening in 2008. In as little as thirty square feet of space we have a VeloMini electric and a VeloMini non-electric folding bicycle, a Currie Technologies Via Urbano, an Ultra Motor For4ward Edge and a Hebb 500 folding electric bicycle. If these bikes are sold at MSRP, the potential gross income is \$6050 on a \$3520 investment.

All of these manufacturers can deliver bicycles in a week or less giving you the option of reducing your investment inventory to floor model stock.

ELV offers our customers the option of buying our lightly used floor models at a slight discount (which is a great way of keeping our demo inventory in pristine condition) or returning in a few days to pick up a new

bicycle, which often results in additional accessories on the return visit.



Via Urbano  
Photo: Currie Technologies



**5. Yes we carry electric bicycles:** When a prospective customer calls and asks if you carry electric bikes, the answer will be yes. Once they are in the store you can find access their needs and either sell them an electric folding bike, show them brochures on full size electric bikes which you can order from the manufacturers you carry, or sell them a traditional bike. Anyway you look at it, it beats turning away the sale to your competition.

