



Tern is dedicated to the goal of sustainable transportation and designs and manufactures bicycles for urban transport. The company has corporate offices in Taiwan, the United States, China, Finland, and the United Kingdom. Tern donates at least 1% of net profits every year to social and environmental causes.

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Press Release

Tern Launches #BikesForBusiness

New program encourages businesses to consider bicycles as a sustainable logistics option

Taipei, Taiwan, November 29, 2018 – Urban transportation specialist Tern today announced the new #BikesForBusiness program, aimed at helping organizations integrate bicycles into their business operations. The program also gives Independent Bicycle Dealers the product and materials they need to approach local businesses and organizations.

“In crowded urban areas, ebikes are often the fastest way to get from point to point. This makes them great for much more than just commuting or recreation,” says Matt Davis, Tern Sales & Business Development Director. “They’re perfect for last-mile deliveries, facilities management, and campus bike share, to name just a few. We’ve received a growing number of requests from businesses, small and large, since the launch of the GSD, and the #BikesForBusiness program is here to help get their ideas off the ground.”

The program includes:

- Pitch decks for IBDs targeting hotels, food delivery businesses, etc.
- Sample service/warranty contracts that dealers can offer in addition to selling the bicycles.
- Customizable, cloud-based, fleet management software and locking hardware.



- Customization options for the GSD, including colors, decals, and logos on panniers
- Commercial accessory options, including customized pizza boxes and food delivery pouches.

#GreatStuffDelivered

The Tern GSD is a compact utility ebike that helps small businesses carry more and do more. It can carry up to 172 kg (378 lbs.), yet it stores small enough that a small fleet can fit into a van or food truck. The GSD adjusts to fit a wide range of riders and doesn't require any insurance or license to operate. By dodging city traffic, the GSD is able to fulfill deliveries faster while keeping costs low.



Video available at <https://youtu.be/oll-lVqSW0o>

Lutetia, a French bakery based in Taipei, Taiwan, was one of the early adopters of the GSD for commercial purposes. They use the GSD to deliver bread several times a day to local businesses.



The Willard Street Inn, based in beautiful Burlington, Vermont, focuses on delivering experiences instead of goods. Couples who want to enjoy a scenic bike path nearby can rent a GSD and take it on a picnic featuring a selection of locally-sourced delicacies.

"More businesses on bikes is something that is essential for the health of our planet," stated Josh Hon, Team Captain of Tern. "But it's also great for the people working in those businesses who'll get more sun and exercise. And it'll be a really good thing for dealers who can start to build a recurring revenue model for



their shops. Don't forget—businesses depending on bikes in their operations will want to buy quality, and to buy local from a dependable service provider.”

The #BikesForBusiness program is available in countries where the GSD is sold. Tern welcomes projects from commercial and non-profit organizations alike, and fleet sizes of only one bike are welcome as well. To learn more, visit www.ternbicycles.com/bikesforbusiness or contact your local Tern dealer.

