

RiIDE

Love Your Commute.
Getting there is the best part.

Objections to bike commuting

- Arriving sweaty/having to shower or change
- Deterred by distance or big hills
- Fear of theft
- Fear/intimidation of bike ownership and maintenance costs

The Riide electric bike

- How it works
- Overcomes major objections to commuting by bike
- Who are our customers



Introducing RiidePass

\$79/month

Or \$1999 one time cost

1

Sign Up

\$299 Down payment

12 month minimum
commitment

2

Riide Fearlessly

Theft insurance,
unlimited maintenance &
lock included with every
bike

Ultimate peace of mind

3

Own it, or upgrade

Own the bike outright after
24 payments

Or upgrade to the latest
model free

RiidePass as a benefit

\$79/month

Compared to \$100+ for other transit benefits

1

Fully subsidized

Employers pay \$299 down and \$79 per month in lieu of another transit benefit.

2

Partially subsidized

Employers can elect to pay any portion of the down payment and monthly premium.

3

Pre-tax

Employers can offer RiidePass as a fringe benefit, deducting \$20 monthly toward RiidePass.

How can we work together?

- Launching pilot program
- Looking for progressive companies/organizations
- Gather data and feedback from companies and riders
- Share findings