



## Criteria for bike rental shops

### **If you want to become a cyclist's oasis:**

- » Tools and equipment can be returned to a different point
- » You provide luggage transportation and / or storage
- » You offer the customer a 24/7 telephone support service in case of problems
- » Tools and equipment can be rented in the online store
- » You have a wide selection of tools and equipment, including e.g. GPS Devices, Smartphone Holders, and Bike Bags (e.g., Trunk and Side Bags)
- » You take into account different target groups by renting, for example, children's bicycles, trailers, goods bicycles, e.g. box bikes, and bikes suitable for special groups (tricycles and quadricycles)
- » You get to know your customer group by gathering information and using it to develop your services

**Welcome Cyclist attitude. You offer the bicycle traveller an expert service that takes into account the needs of the cyclist when renting equipment and supplies.**

### Rental service

- » You know how to choose tools and equipment according to the customer's needs, experience and skill level
- » You can adjust the tools and equipment to suit the customer
- » You know the features of tools and equipment and you can tell the customer about them
- » You carefully explain the instructions for using the electric bike
- » You can also offer service in English

### Safety

- » Tools and equipment are serviced regularly and their condition is always checked before renting to a new customer
- » You provide the customer with adequate instructions and the necessary contact information for problems and emergencies
- » The tools and equipment comply with applicable laws and regulations
- » The price includes a helmet and, depending on the type of bike, a small repair kit

### Safety tips

- » [By reading the instructions given by Tukes to equipment rental companies ? and program service providers, you will get good tools for providing a secure rental service.](#)

### To provide quality service, we recommend:

- » In addition to a small repair kit, provide spare parts with the rental bikes in case the bike breaks. Even if the customer does not know how to repair the bike themselves, someone else on the route may be able to help.
- » Ensure that customers wear all the protective equipment needed for the sport and have adequate equipment and clothing, e.g. for winter cycling. A bell and light may also be necessary for mountain biking.
- » Advise the client on what to do in any fringe areas.
- » Offer the customer the opportunity to visit to inspect the bike during longer rentals.

### Communication

- » You know the local routes well and guide the customer to make the right route choices, taking into account safety, level of difficulty, conditions and memorability.
- » Advise the customer on where to charge the electric bike battery
- » Advise the customer on where to wash the bike and where to have the bike serviced
- » Inform the cyclist about local cycling-friendly services, transport links and transport services
- » Keep the Welcome Cyclist logo visible in your store and on your website

### Tips for communication

- » [At mountain bike destinations, display the mountain biker's etiquette and instruct the customer to follow it.](#)
- » [You can send the customer an information package about the equipment needed for cycling, the routes and services in the area, as well as the necessary contact information, for example by e-mail when](#)

[booking](#). In this way, the customer can study the material thoroughly before the trip and, if necessary, also use it during their trip.

### Collaboration

- » You will network with other Welcome Cyclist service providers in the area.

### Tips for collaboration

- » [Collaborate regionally with other local bike service and rental companies so that your customers can get help from more than one location when needed.](#)
- » [Arrange to take electric bike chargers to local businesses so they can provide charging for your customers](#)

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**PYÖRÄILYKUNTIEN VERKOSTO**



Työ- ja elinkeinoministeriö  
Arbets- och näringsministeriet