SELLING MORE BIKES TO BUSINESSES

Željka Fištrek
Energy Institute Hrvoje Požar, Croatia

FRIEDRISCHSHAFEN, GERMANY
26 AUGUST 2015
PRO-E-BIKE project goal

Structure of delivery fleet in X city/ X company **before** PRO-E-BIKE
PRO-E-BIKE project goal

Structure of delivery fleet in X city/ X company **after** PRO-E-BIKE

NOT REPLACING REGULAR BIKES!!!
PRO-E-BIKE project

- Promoting electric bicycles and scooters (e-bikes) for delivery of goods, for services and for passenger transport in urban areas.

WHY?
- cleaner and more energy efficient transport in European cities

HOW?
- Performance analyses of electric bicycles and electric scooters - TESTING
- Demonstration that e-bikes can replace traditional ICE vehicles (vans, cars, mopeds, scooters)
- Support to E-bike market uptake
- Support to development of policies that can stimulate wider usage of E-bikes in urban transport
PRO-E-BIKE project

IS THIS REALLY POSSIBLE !?

• Dealers/producers in many cases do not want to rent e-bikes (WHY?)
• Companies not interested to participate (WHY?)
BUT with efforts, dedication, vision, thinking out of the box....
PRO-E-BIKE project

IS THIS REALLY POSSIBLE !?

• Dealers/producers in many cases do not want to rent e-bikes (WHY?)
• Companies not interested to participate (WHY?)

BUT with efforts, dedication, vision, thinking out of the box….

IT IS POSSIBLE !

74 e-bikes tested in 39 pilot companies!
## Overview of project pilot companies

<table>
<thead>
<tr>
<th>Project country</th>
<th>No. of participating companies</th>
<th>No. of vehicles tested</th>
<th>Vehicle type</th>
<th>Testing period (M)</th>
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<tbody>
<tr>
<td>SLOVENIA</td>
<td>8</td>
<td>6</td>
<td>E-bicycles</td>
<td>3-9</td>
<td>13</td>
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<tr>
<td>THE NETHERLANDS</td>
<td>5</td>
<td>10</td>
<td>Mix</td>
<td>12</td>
<td>100</td>
</tr>
<tr>
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</tr>
<tr>
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<td>7</td>
<td>Mix</td>
<td>6-12</td>
<td>At least 20</td>
</tr>
<tr>
<td>SPAIN</td>
<td>3</td>
<td>3</td>
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<td>6</td>
<td>100 (at least for several months)</td>
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<tr>
<td>ITALY</td>
<td>4</td>
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<td>75</td>
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<tr>
<td>CROATIA</td>
<td>9</td>
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Companies profiles

GOODS

• Post/parcel/cargo delivery companies
• Retailers (home delivery)
• Food delivery (restaurants, fast food chains)
• Goods delivery from markets, tobacco shop, organic products from farms
• Delivery of company products
Companies profiles

SERVICES
- Communal inspectors
- Transport to the meetings
- Social and home care service (for elderly and disabled people)
- Waste collection
- City tourist board
- Water meter readings for municipality

PASSENGER TRANSPORT
- Childcare centre
E-bike models tested

- Pedal Assist/E-scooter (E-bikes)
- E-bikes with baskets or saddlebags
- Various types of cargo-e-bikes
- E-cargo tricycle with low or high capacity (load and volume)
- E-cargo bikes for children
What did companies expect?

- Increase efficiency / productivity of logistics processes
- Improve company image
- Reduce emissions
- Reduce energy consumption
- Reduce costs
- Improve corporate social responsibility
- Provide services in new areas
What did companies expect?

- Increase efficiency / productivity of logistics processes
- Improve company image
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- Improve Corporate Social Responsibility
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- Bigger visibility of the company and their products/services among customers in the local environment
- Market enlargement
- Offering a new service to customers
- Increased service quality, flexibility and accessibility
Case study (pilot)
Hrvatska pošta/Croatian post Ltd.

- 1,018 post offices all over Croatia
- 3,202 vehicles for delivery (of that number 2,298 mopeds)

Characteristics of PILOT delivery
- Delivery of packages and letters
- Average ....
  - distance per order: 20 m
  - number of deliveries per journey: 730
  - distance per journey: 45 km
  - journey time: 7 h
  - driving speed (stops for deliveries not considered): 25 km/h
  - weight transported per vehicle: 35 kg
  - volume transported per vehicle: 0,05 m3
  - distance of empty trips: 5 km
Case study (pilot)
Hrvatska pošta/Croatian post Ltd.

• Testing period: August 2014 to August 2015
• Total number of working days along the pilot duration: 250
• Vehicles tested:
  – 2x e-bicycle
  – 1x e-tricycle
  – 1x e-scooter
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RESULTS

- Public tender for 180 electric bikes
- Value cca 500 000 euro
- Expected start – October 2015
- Goal: economical and ecological delivery
- Co-financed by Environmental Protection and Energy Efficiency Fund (EPEEF)
- Model: KRPAN FreeDUC2 (Slovenian – Italian- Croatian model)
Case study (pilot)
GLS, Milan, Italy

250 deliveries/day

Traditional model

Pro-e-bike model

0.5 V
2.5 V

0.5 V + 4-6 e-B

Platform GLS Duomo
- April 2015

<table>
<thead>
<tr>
<th>Traditional Fleet: 15 ICE vans</th>
<th>New Fleet: 12 e-vans + 6 e-bikes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fuel</td>
<td>Energy</td>
</tr>
<tr>
<td></td>
<td>52,500</td>
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<tr>
<td>Congestion charge</td>
<td>Congestion charge</td>
</tr>
<tr>
<td></td>
<td>18,750</td>
</tr>
<tr>
<td>Platform</td>
<td>Platform</td>
</tr>
<tr>
<td></td>
<td>40,000</td>
</tr>
<tr>
<td>Salaries</td>
<td>Salaries</td>
</tr>
<tr>
<td></td>
<td>468,750</td>
</tr>
<tr>
<td>Fines</td>
<td>Fines</td>
</tr>
<tr>
<td></td>
<td>1,000</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>TOTAL</strong></td>
</tr>
<tr>
<td></td>
<td>581,000</td>
</tr>
<tr>
<td></td>
<td>560,325</td>
</tr>
</tbody>
</table>

Co-funded by the Intelligent Energy Europe Programme of the European Union
Lessons learned from the pilots

• Due to diversity of business there is no ideal solution (e-bike) that fits all needs!
• Each case should be separately analyzed.

HOWEVER……
• Quality is important (parts and structure)
• Battery range and lifetime are crucial (but influenced often by driving style—therefore training might be beneficial)
• Easy to use vehicles have advantage (lighter, more manageable)
• Some business have certain requirements (insulation - warm and cold food)
• E-bikes are not always suitable for every part of the country (the advantages are visible the most in dense cities since battery range doesn’t allow deliveries over longer distances)
• And many more…
SELLING more E-bikes!? What should be considered?

• Good and firm agreements between:
  a) the producer and dealer,
  b) dealer and final customer are crucial!
    – secured repairs (flat tires, broken pedals, battery, motor) and maintenance
    – any malfunctions should be removed quickly because a vehicle out of service means money lost
    – spare parts must be available

• Battery quality (range and lifetime) is of high importance!

• Allow your model to be adapted to various business and needs
  – Balance e-bike for big loads; front wheels
  – Bags and saddles; refrigeration boxes; trailers
  – Security
SELLING more E-bikes!? Where are the opportunities/market for e-bikes?

1. A city 75.062 inh.- 3000/km²
2. A city 29.798 inh.- 1546/km²
3. A municipality 6.151 inh.- 42/km²
SELLING more E-bikes!? Where are the opportunities/market for e-bikes?

1. A city 75.062 inh.-3000/km²
2. A city 29.798 inh.-1546/km²
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SELLING more E-bikes!? Where are the opportunities/market for e-bikes?
SELLING more E-bikes!? 

And remember…. 

• Delivery market demands **high quality vehicles**
• If customer is satisfied - they will buy more!

• More e- bikes means visibility for producer/dealer !!!
Join us at PRO-E-BIKE platform

- For e-bike distributors (dealers) and producers
- Focus is on project countries but entries from other countries are welcome!!!
Use PRO-E-BIKE simulation tool

Available in 8 languages!
Country customised data!
PRO-E-BIKE project

• April 2013 - March 2016
• 10 partners from 7 countries
• Coordinated by Energy Institute Hrvoje Požar (EIHP), Croatia
• 8 pilot cities
Other pilots in Croatia

3 pilots initially, but later ……

<table>
<thead>
<tr>
<th>PILOT</th>
<th>E-Bike type</th>
</tr>
</thead>
<tbody>
<tr>
<td>CITY EX, Zagreb</td>
<td>2x e-bicycle, 1x e-scooter</td>
</tr>
<tr>
<td>DHL, Zagreb</td>
<td>2x e-bicycle, 1x e-tricycle</td>
</tr>
<tr>
<td>COMMUNAL INSPECTORS, Zadar</td>
<td>1x e-bicycle, 1x e-scooter</td>
</tr>
<tr>
<td>TABACCO SHOP, Zadar (NEW SERVICE!!!)</td>
<td>1x e-bicycle</td>
</tr>
<tr>
<td>SOCIAL CARE HOME ST. FRANE, Zadar</td>
<td>1x e-tricycle</td>
</tr>
<tr>
<td>SOCIAL CARE SERVICE, Lipik</td>
<td>1x e-bicycle</td>
</tr>
<tr>
<td>COMPANY FOR WASTE COLLECTION, Zadar</td>
<td>1x e-bicycle</td>
</tr>
<tr>
<td>EIHP, Zagreb</td>
<td>1x e-bicycle</td>
</tr>
</tbody>
</table>
Thanks for your attention!

Questions?
Comments?

Željka Fištrek; zfistrek@eihp.hr
Energy Institute Hrvoje Požar
Savska cesta 163, 10001 Zagreb
CROATIA

Source: http://www.whitelinehotels.com/blog/bullitt-cars-are-just-so-last-year/

www.pro-e-bike.org
CARGO (E-)BIKES
Unlocking New Markets
Dr Randy Rzewnicki
Die neue
Transporträder etablieren sich:
Lust an der Last
Sell more delivery (e)bikes 1-2-3

1. Deliver the message

2. Deliver high quality bikes & batteries

3.

4. Deliver service
What works?
3 messages that deliver sales

1. Save €

2. Let potential users “Try it for free”

3. Lots of other reasons
SAVINGS €€€€

• DHL NL:
  – 430,000€ / year, > 12000/bike

• ITALY:
  – 1 van & driver > 2 or 3 guys on e-bikes
### Cargo Bike (8Freight)
- **Payload**: 60kg
- **Volume**: just over 0.5 cubic metre

### Van (VW Caddy 1.6 Diesel)
- **Payload**: 700kg
- **Volume**: 3.2 cubic metres

### Tangible Costs

#### Set Up Costs:

<table>
<thead>
<tr>
<th></th>
<th>Cargo Bike (8Freight)</th>
<th>Van (VW Caddy 1.6 Diesel)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase Cost</td>
<td>£1,900</td>
<td>£2,880 per annum</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(3 yr contract hire, 10,000 miles pa)</td>
</tr>
</tbody>
</table>

#### Running Costs:

<table>
<thead>
<tr>
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<th>Cargo Bike (8Freight)</th>
<th>Van (VW Caddy 1.6 Diesel)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual maintenance</td>
<td>£150</td>
<td>Included in contract hire cost</td>
</tr>
<tr>
<td>Fuel</td>
<td>Zero</td>
<td>£1,128 pa</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(10,000 miles per year, 56 mpg/12.32 mpl)</td>
</tr>
<tr>
<td>Vehicle Excise Duty</td>
<td>Zero</td>
<td>£165 pa</td>
</tr>
</tbody>
</table>

### Example Delivery Costs (Cambridge)

**Example Delivery 1:**
- A4 Box
- Collect by 10am, deliver by 5pm
- From CB30AY to CB40AY (2 miles)

| Cambridge Van Courier 1  | £7.95 + VAT (£9.54) |
| Cambridge Van Courier 2  | £7.95 + VAT (£9.54) |

**Example Delivery 2:**
- 3 x A4 Boxes
- Collect by 10am, deliver by 5pm
- From CB30AY to CB40AY (2 miles)

| Cambridge Van Courier 1  | £8.50 + VAT (£10.20) |
| Cambridge Van Courier 2  | £8.50 + VAT (£10.20) |
Calculate YOUR SAVINGS with the PRO-E-BIKE simulation tool

Available in 8 languages!
Country costumised data!
E-Bike Simulacijski alat
(v1.8_2015)

Pro-E-Bike projekt promiče čista i energetski učinkovita vozila, tj. električne bicikle i električne skutere (zajednički naziv E-bike) za dostavu različitih roba, obavljanje usluga i prijevoz putnika među privatnim i javnim tjelima poput tvrtki za dostavu, javne administracije i građana u europskim urbanim područjima.

Jedan od ciljeva projekta je i razvoj jednostavnog i lakog za korištenje E-Bike simulacijskog alata za dostavne tvrtke i zaposlenike javnih institucija koji u svom poslovanju koriste vozila na fosilna goriva. Ovaj alat dizajniran je kako bi omogućio potencijalnim korisnicima električnih bicikala i skutera da procjene utjecaj uvođenja E-bike vozila u njihovoj vozni park na njihovo poslovanje.

Veličina ažuriranja

E-Bike simulacijsko orodje
(v1.8_2015)

Herramienta de Simulación E-Bike
(v1.8_2015)

Ferramenta de Simulação para e-bikes
(v1.8_2015)

Dati di input

Costi complessivi medi

Flota attuale

Costes medios globales

Costi complessivi medi

Consumo medio [l/100km]

Consumo medio [l/100km]

Dato di input

OF

Consumo medio [l/100km]

Consumo medio [l/100km]

OF

2,000

Manutenzione [EUR/anno]

200

Assicurazione [EUR/anno]

150

OF

Manutenzione [EUR/anno]

250 - 500

Seguros [EUR/anno]

300 - 400

OF

Seguros [EUR/anno]

(p.e. impuestos, etc.)

OF

Otros costes [EUR/anno]

(p.e. impuestos, empleados, nuevo centro de consolidación, etc.)

OF

Otros costes [EUR/anno]
When do your customers start **saving** €?

- NOW?
- SOON?
- LATER?
- SOMETIME?
MESSAGE 2:
TRY IT => YOU’LL LIKE IT!

• > faster
• > reliable
• > access
• < KM
• < €
• < CO2
• Customers 😊 Bikes
Cargo Bike Trials => new bikes sold
## Pro-E-bike trials = SUCCESS

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<td>10</td>
<td>Mix</td>
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<td>100%</td>
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<td>Mix</td>
<td>6-12</td>
<td>89%**</td>
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Co-funded by the Intelligent Energy Europe Program of the European Union

**PRO-E-BIKE**

promoting-electric-bike-delivery
Croatian Post: They Really Liked It

RESULT of “FREE TESTING”

- Public tender 180 E-bikes
- Value 500,000 €
- Delivery 09/2015
- In Use 10/2015
- Replacing scooters

Selected Model: KRPAN FreeDUC2
Krpan supplies

1. Slovenia Post - Pošta Slovenije
2. Estonia Post - Eesti Post
3. Bosnia Post - BH Pošta Bosne i Hercegovine
4. Croatia Post - HP Hrvatska Pošta
5. Serbian Post - Pošta Srbije
6. Hungary Post - Magyar Posta
7. Latvijas Pasts - Pošta Latvije
PT post 180 +40 +40...
Who else likes delivery bikes?

- Competitors
- Neighbour cities
- Not all employees
  - > Not a problem!
- EU
25% of trips for goods transport could be shifted from motor vehicles to cargo bikes

Source: Baseline Study; Cyclelogistics Project; www.cyclelogistics.eu
We deliver cycling at EU Events

- EU Commission
- EU Parliament
- Mobility Week Launch
  - 16 September
- 2nd CycleLogistics Round table
  - 17 November
INVITATIONS

• USE US
  • to help sell bikes
  • Cost Calculator:
    – SIM tool (NOW)
    – Business Plans (NOW)
    – Tool Box (soon)

• JOIN US
  • Exhibitions
    – Brussels at EP
    – Spain in October
    – Velo-City @ Taiwan & NL 2017
    – TRA Warsaw 2016
Help us & WIN a Cargo Bike!

Evaluation
1. The content of the Workshop was:
2. Can you use what you learned here?
3. The competence / expertise of the speakers was:

Leave a business card
• Comment: 2-3 words
Or
• Request
  – our materials
  – a call
  – a visit to make our presentation to your sales team / president / city mayor, minister…
MANY THANKS TO:

Dr Randy Rzewnicki
RR@ECF.com

www.pro-e-bike.org
The experts at the Dutch Cyclists Federation organized and oversaw, on behalf of the EU project, Cyclo Logistics and the European Cyclists’ Federation, a thorough test of following:

- Shopping trailers
- Panniers
- Baskets
- Trailers
- Cargo Bikes

- Comprehensive testing by users
- 13 LANGUAGES
What did companies expect?

- Increase efficiency / productivity of logistics processes
- Improve company image
- Reduce emissions
- Reduce energy consumption
- Reduce costs
- Improve Corporate Social Responsibility
- Provide services in new areas

- Bigger visibility of the company and their products/services among customers in the local environment
- Market enlargement
- Offering a new service to customers
- Increased service quality, flexibility and accessibility
Cargo Bike delivery with electric support
Pharmacy bike

Drugs

Office supplies

Pizza

whatever

cyclelogistics

moving Europe forward
E-Bike situation analysis
Summaries  EN NL IT ES PT SL SE HR
Cyclelogistics Ahead - What Cities Do!

EUROBIKE 2015
Friedrichshafen Germany
26. August 2015
Karl Reiter
New developments induce changes

People awareness of environmental issues and positive image of cycling
Rising cycling culture
New developments induce changes

E-commerce and retail evolution
New developments induce changes

Developments in cycle design & technology
New developments induce changes

Direct investments from global players
New developments induce changes

Giving back public space to people
Big Potential for delivering goods by bike

Every second motorized trip related to goods transport in cities could be shifted
Cyclelogistics Scope
What Municipalities Do To Encourage Cyclelogistics

Copenhagen: 25,000 - 35,000 Cargobikes
SUVs for Intelligent Mobility
What Municipalities Can Do To Encourage CycleLogistics
What Municipalities Do To Encourage CycleLogistics
What Municipalities Do To Encourage CycleLogistics

Brussels, BE

Mannheim, DE
Barcelona, ES
Paris, FR
...
What Municipalities Can Do To Encourage CycleLogistics

Ferrara, IT
Graz, AT
Strasbourg, FR
Montreal, CA
Nimes, FR
What Municipalities Do To Encourage CycleLogistics

- Cologne, DE
- Copenhagen, DK
- London, UK
- Graz, AT
Procurement – Tenders for delivery services
Awareness raising among end users
Financial support for the take off!

Cargo Bike Funding in Austria
(national / regional / municipal)

Graz: 50% or max. €1000
Hartberg: €500
Lustenau: €500 or €1000 (e-cargo)
Salzburg: €240
Vienna: in preparation

National: €400 or €600 (e-cargo)
What Municipalities Do To Encourage CycleLogistics
European Cyclelogistics Federation

- 180+ members in last 3 years
- Members across 20+ countries
- 130+ companies have started up so far
- 7 start-up workshops with over 150 participants
- 2 ECLF Conferences (Cambridge 2012, Nijmegen 2014)
- 3rd ECLF Conference in San Sebastian October 2015
Come and join us! 15. -17. Oct. 2015
<table>
<thead>
<tr>
<th>Tangible Costs</th>
<th>Cargo Bike</th>
<th>Van</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Set up Costs</strong></td>
<td>€2,483 (including cargo box)</td>
<td>€3,310 per annum (3 yr contract hire, 10,000 miles pa)</td>
</tr>
<tr>
<td><strong>Running Costs</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Annual maintenance</td>
<td>€237</td>
<td>Included in contract hire cost</td>
</tr>
<tr>
<td>Fuel</td>
<td>Zero</td>
<td>€1,334 pa (10,000 miles per year, 56 mpg/12.32 mpl)</td>
</tr>
<tr>
<td>UK Vehicle Excise Duty</td>
<td>Zero</td>
<td>€201 pa</td>
</tr>
<tr>
<td>Vehicle Insurance</td>
<td>€154 pa</td>
<td>€591 pa</td>
</tr>
<tr>
<td><strong>Rider/Driver Costs</strong></td>
<td></td>
<td>Usually self-employed paid by delivery e.g.</td>
</tr>
<tr>
<td>Hourly pay rate</td>
<td>€9.60</td>
<td>€1.59 per delivery</td>
</tr>
<tr>
<td>Cargo Bike</td>
<td>Van</td>
<td></td>
</tr>
<tr>
<td>-----------------------------------</td>
<td>------------------------------------------</td>
<td></td>
</tr>
</tbody>
</table>

**Example Delivery Costs (Cambridge)**

**Example Delivery 1:**
- A4 Box
- Collect by 10am, deliver by 5pm
- From CB30AY to CB40AY (2 miles)

€ 3.66+VAT (€ 4.39)

€ 10.05+VAT (€ 12.06)
- Cambridge Van Courier 1
- € 9.40+VAT (€ 11.28)
- Cambridge Van Courier 2

**Example Delivery 2:**
- 3 x A4 Boxes
- Collect by 10am, deliver by 5pm
- From CB30AY to CB40AY (2 miles)

€ 6.15+VAT (€ 7.38)

€ 10.05+VAT (€ 12.06)
- Cambridge Van Courier 1
- € 9.40+VAT (€ 11.28)
- Cambridge Van Courier 2