londonist DMC

BROMPTON BIKE HIRE

Brompton Subscription for Londonist residents

Bike

Brompton C line Mid handlebar in black

Price

£35 per month – Annual
£51 per month – Rolling monthly

Process

Sign up

1. Student clicks on link from Londonist/finds our website
2. When subscribing to their Brompton, the student will select the residence building address (not an individual address)
3. Next working day the Brompton is despatched and delivered to the building's reception
4. The student will collect the bike from reception and follow simple instructions to unfold (no assembly required)
5. Student must keep the box the bike the arrives in, it can be flat packed

Return

1. Student logs on to website, goes to their account page and selects cancel subscription
2. This then prompts them to choose and confirm a return pickup date
3. Student will put the Brompton back in the box it arrived in
4. Bike in box is taken to reception on the day of the collection, their name must be on the box (leaving their old label on the box is sufficient)
5. UPS driver arrives with label and collects bike from reception

What else will you get?

- Number of students who subscribe
- Seasonality of sign ups and cancellations
- Heat map of the most popular locations

