

INDUSTRY STATISTICS



Recent Bicycle Statistics and Trends

Frequency

- Bicycling is the **second** most popular outdoor activity in America by frequency of participation.
- In 2010, Americans ages 6 and older went on **2.44 billion** bicycling outings, averaging 58 outings per bicyclist.

Growth

- During the past two decades, cycling has increased in the United States. The number of bike commuters rose **by 64%** from 1990 to 2009.
- Bicycling is growing the fastest in large cities like Chicago, Minneapolis, New York, San Francisco, and Portland, OR—at least **doubling** since 1990.

Effects of Dirt

- **Bike Chains**
 - Reduces the flexibility
 - Increases the speeds of chain wear.
 - The wear and tear of the drivetrain cogs and derailleur assemblies increases
- A dirty bike can rust and as various parts wear, the bike becomes increasingly harder to ride.
- Lubricants on a bike tend to attract dirt, which may contain small pieces of hard material such as quartz.

Green

- The complete life cycle of the following modes of travel, the carbon emissions are approximately:
 - **Bicycle, 21 g CO2/passenger/km traveled**
 - Electric-assist bicycle, 22 g CO2/passenger/km traveled
 - **Passenger car, 271 g CO2/passenger/km traveled**
 - Bus, 101 CO2/passenger/km traveled".



Benefits of SmartbikeWasher

- Maximize space – Create a bike wash concession with as little as 20 square feet.
- Faster turnaround time - Bike owners get their bikes back from the shop sooner.
- Faster service time – Early adopter bike shops have reported a reduction by 50% in time to perform services
- Clean parts can be more closely inspected - Mechanics are able to identify additional legitimate repair and parts selling opportunities.
- Environmentally Responsible - Bike shops can offer a highly effective, bioremediating and non-hazardous cleaner without unpleasant smells.