

# YELLOWBIKE'S CLAMP- IT

UK/IRL

LAUNCH

Q3

2023

Made in Britain

Approved Version

No

0004

## USP

Free, smart, easy to use, on-street secure bike lock that will deter the casual thief.

## Methods of purchase

**Stakeholders:** Train operators, universities, hospitals, public buildings, private businesses, & brand owners

Cash sale

Leasing

Services

Solar panel

Sheffield stand



NFC reader

Shutter door

Sponsor's advertising

## Key selling features

- Deters bike theft
- Free to the user
- Easy & reliable to use
- Universal – fits most bikes
- Attaches to existing stands
- Owner's sponsorship area
- Free theft insurance
- 24hr call centre
- After sales service
- No more carrying of locks
- Leasing facilities available

## Benefits for Businesses

- Uses existing street furniture
- Universal – fits most bikes
- No planning permission
- Unit replaced if any failure
- End to end service provided
- Shows sponsor's advertising
- Cyber Essentials accredited

## IP

- Innovative communication system
- New locking device
- Attachment to Sheffield stand

## Benefits for Cyclists

- Free to user
- No more carrying of locks
- Accessed from a user's mobile
- Free call out if lock broken
- Free insurance if bike stolen
- 24hr Call Centre support

## Key Technologies

- Secured by Design
- Sold Secure diamond bicycle
- Accessed by user's mobile
- Locked/ unlocked via app
- Case-hardened steel chain
- Powered by solar

Warranty

HxWxD

Life of product

## Services Provided

3 months

190mm x  
250mm x  
150mm

10 years

- Installation & maintenance
- Free replacement if damaged
- 24hr call centre support
- Free engineer if lock fails