

BROMPTON



# WE EXIST GLOBALLY

**75%**  
Export Sales

**47**  
Countries

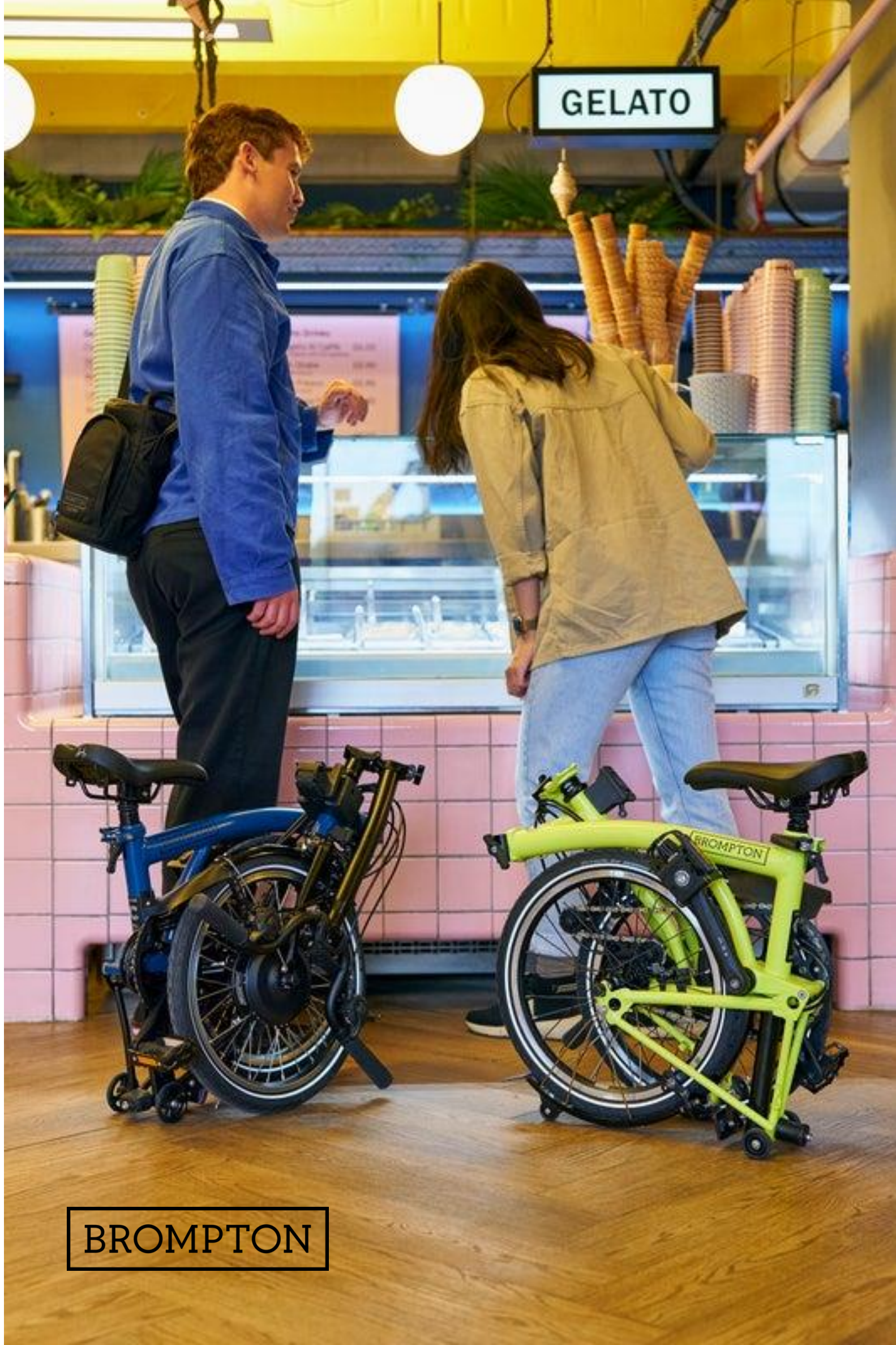
**1,500**  
Global Retailers

**ONE MILLION STRONG  
COMMUNITY**

**KEY MARKETS**

**14**  
BROMPTON JUNCTION  
STORES

BROMPTON



BROMPTON

# Brompton Electric

- R&D started in 2013 in Partnership with Williams Advanced Engineering. Full time team of 19 specialists
- Launched in 2018 as the lightest electric bike on the market
- Now sold in over 15 countries worldwide
- Over 50,000 units sold to date
- 3<sup>rd</sup> party certified and compliant with the most stringent global regulations
- No recorded incident of a Brompton battery or charger being involved in a battery fire

# Economic case against

- **Currently UK adopts EN15194 which is the most widely adopted standard worldwide**
  - **500w would require a single market standard**
- **Cost v sales opportunity of creating a bike for only the UK not viable for Brompton or any other reputable manufacturer**
- **Even if we did make one dev/testing = 3-5 years**
  - **Void in market will encourage grey market imports**
- **Unlike other cycle schemes there is no evidence that more people would cycle if bikes were more powerful or came with a thumb throttle**

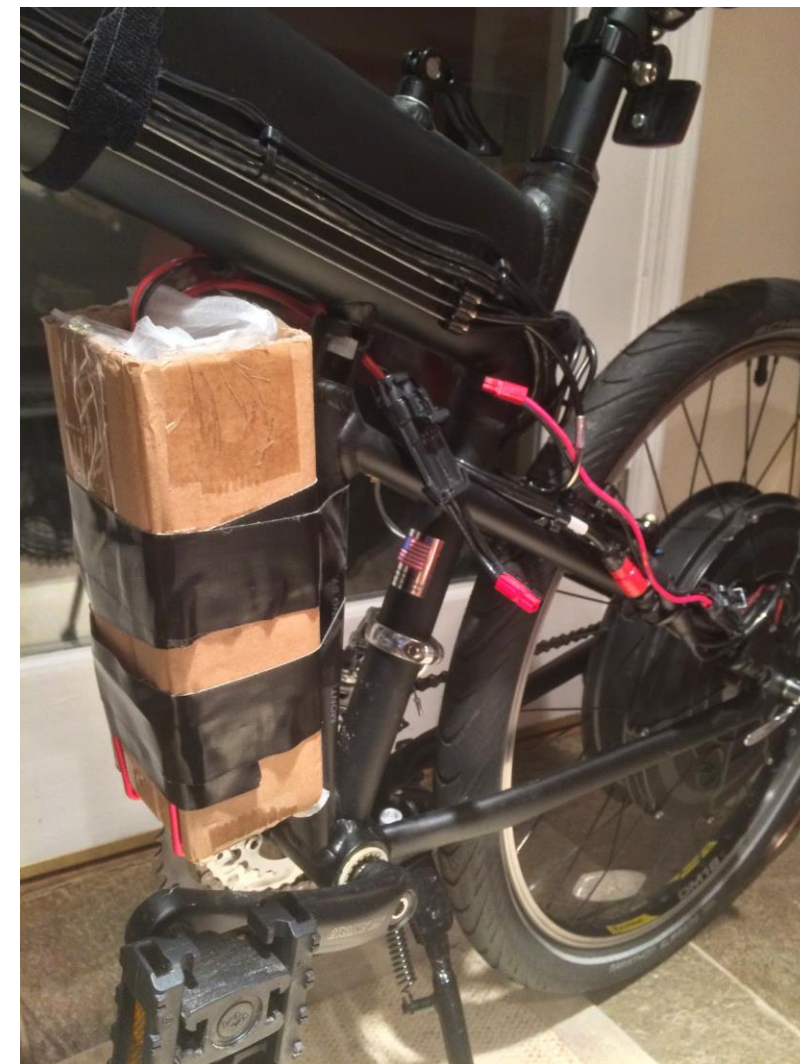


# Safety case against

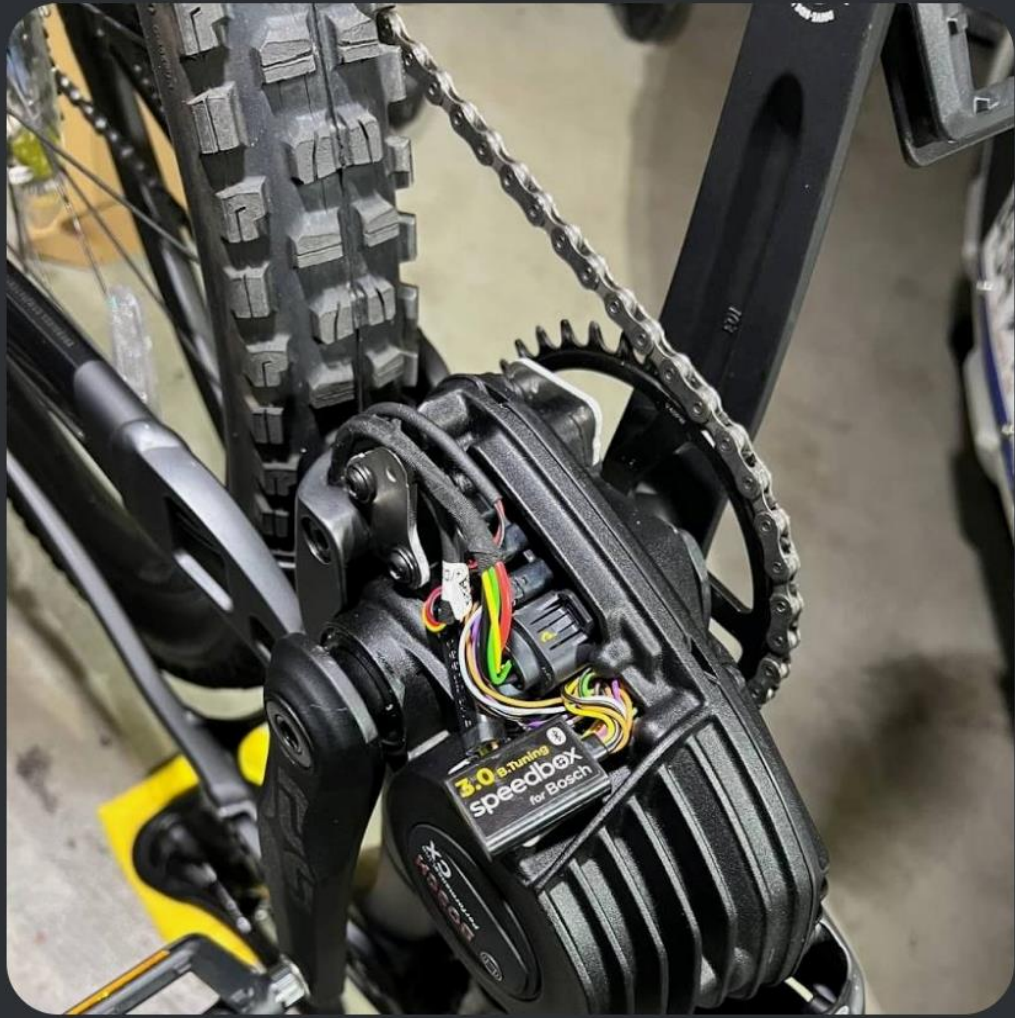
- **Current regulation takes into account that ebikes share cycle lanes with other vulnerable road users**
  - **Derestricted bikes would be able to achieve speeds in excess of 60mph**
  - **Cargo bikes would be able to handle over ½ tonne**
- **Significant increase of fire risks**
  - **Bigger batteries increase severity of fire**
  - **Void in market = unregulated/unsafe imports**



The London Fire Brigade states that at least 40% of e-bike fires they attend are linked to conversion kits



The Independent · 3 d



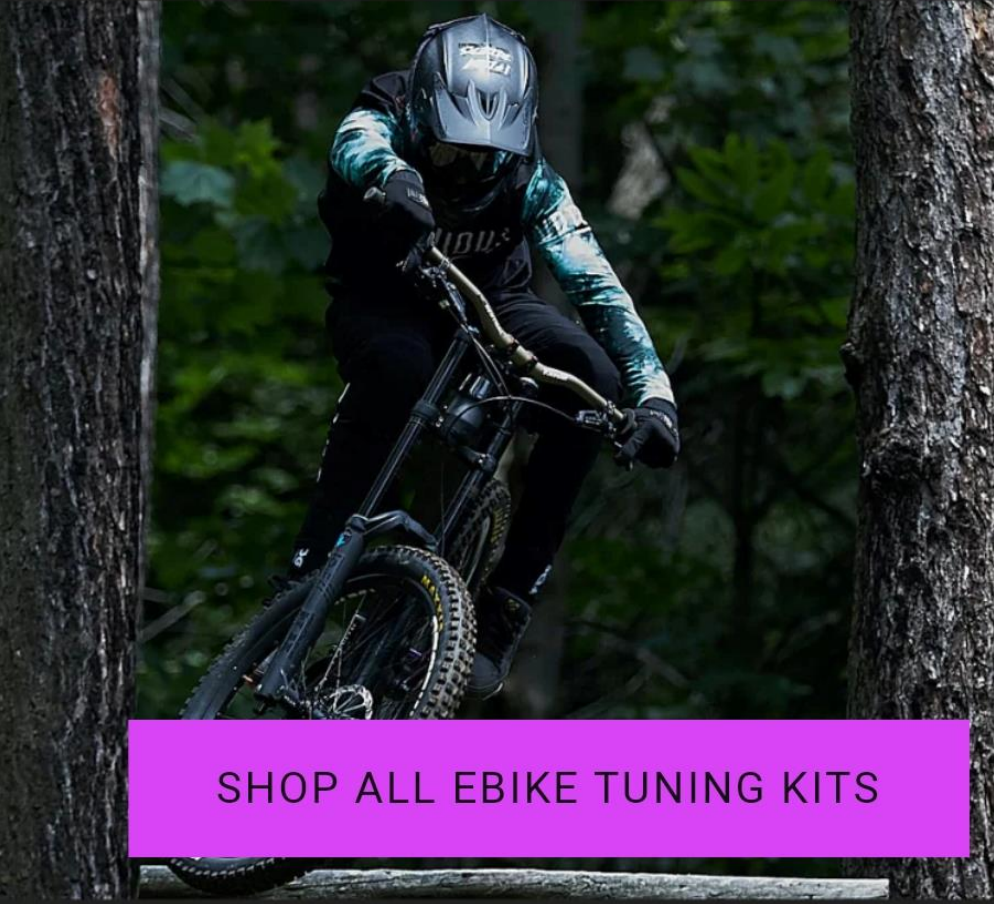
Safely Derestrict Your eBike.  
VOLspeed for Bosch Smart System eBikes

Sponsored  
ebiketuner.com

FREE SHIPPING ON ALL TUNING KITS

**EBIKE TUNER**

UNLEASH THE ULTIMATE  
EBIKE UPGRADE



SHOP ALL EBIKE TUNING KITS

Warranty Included    Fast & Free Shipping    11,000+ Happy Riders



BROMPTON

# Health case against

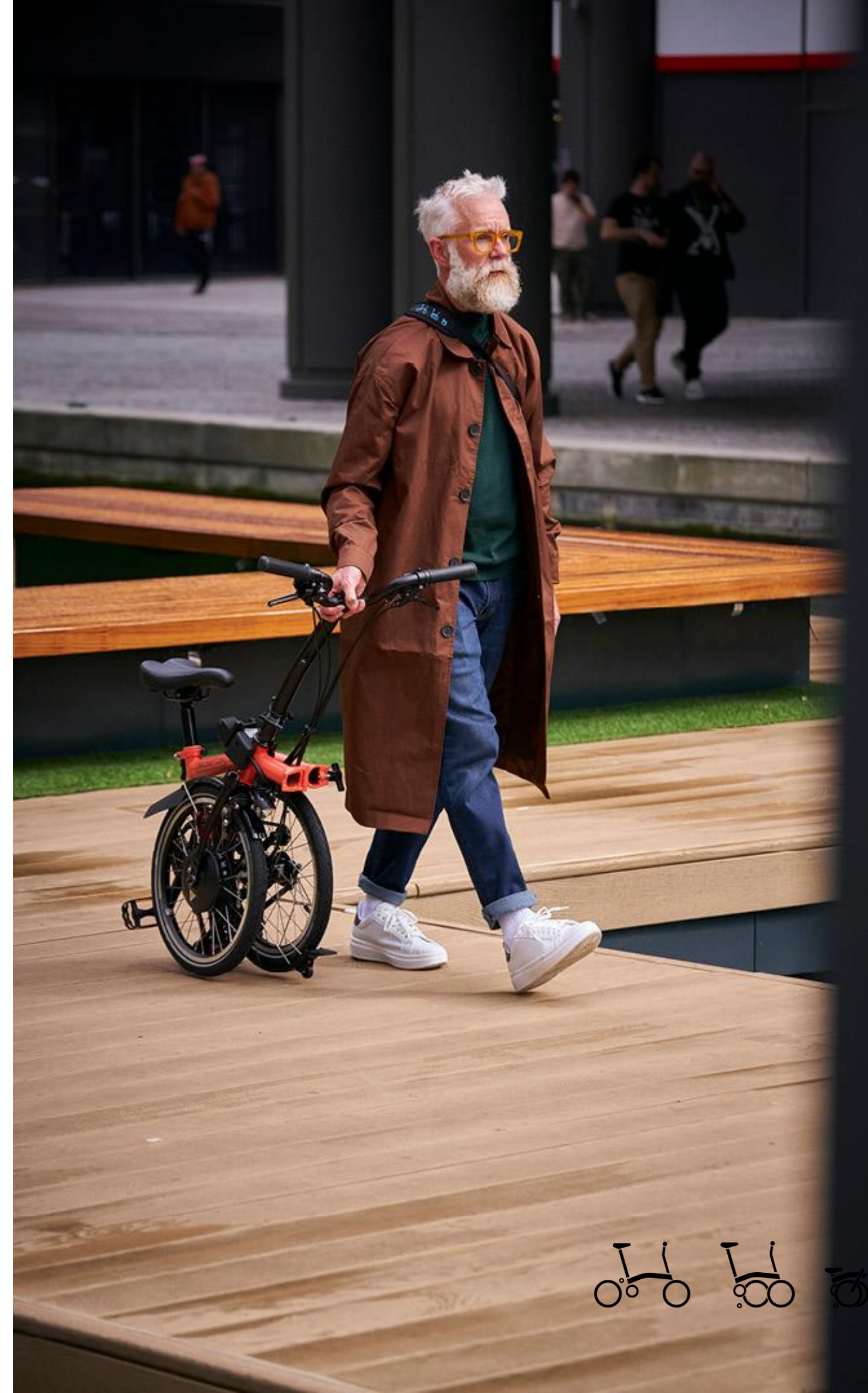
- **Currently on 250w bikes riders get 70% of the cardio exercise of a regular bike, but v low impact**
  - **More powerful motor will decrease this**
- **Introduction of a thumb throttle will remove all health benefits from cycling**



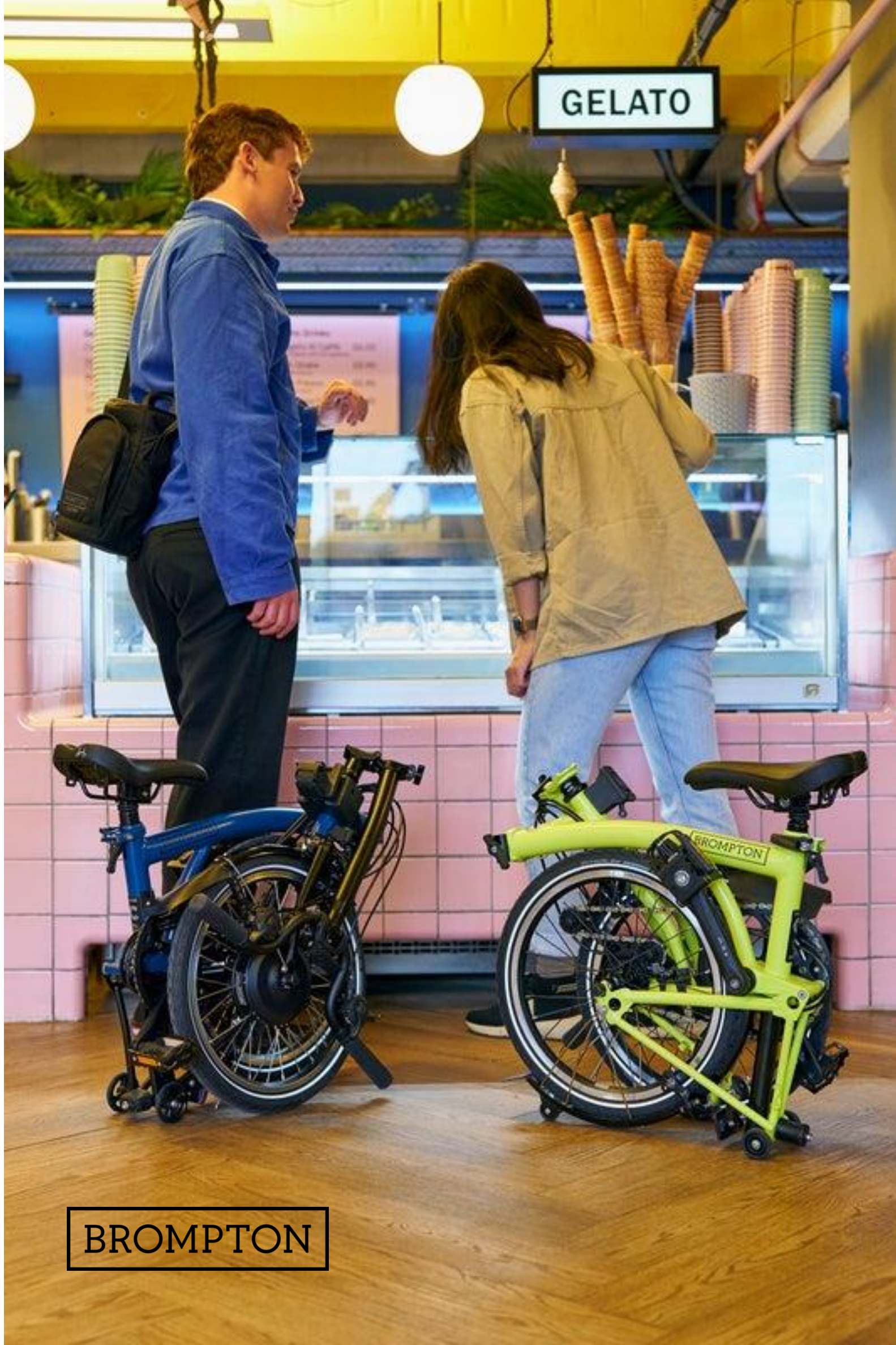
# Undesirable Outcomes

- Increase perception of cyclists being reckless
- Increased power will lead to increased calls for helmets, licences, number plates etc
- Void in market will lead to an increase of unsafe products

BROMPTON







BROMPTON

## **Lastly - Nobody wants/needs it**

- **Disabled riders – Wheels for Wellbeing strongly opposed. Alternatives available**
- **UK/European industry sees no commercial opportunity**
- **Cycling bodies (e.g. Cycling UK) see this as making cycling less safe**
  
- **If we want to increase uptake of cycling with/without electric assistance there are numerous proven solutions that could be implemented**
  - **Brompton works in 47 markets and would be happy to share examples**

# Parliamentary Drop-in with Electrical Safety First on 8<sup>th</sup> May



[Julian.Scriven@brompton.co.uk](mailto:Julian.Scriven@brompton.co.uk)

BROMPTON

