



# Why **cycle**?

Be admired for the car you don't drive





# why cycle?

Cycling solves so many problems at once: it keeps you fit, it's fast, cheap, reliable and good for the environment too!







## why use an exercise bike that's chained to the floor?

Getting on your bike is one of the easiest ways to keep fit. It's a lot cheaper than gym membership and much more useful.

## so why not...

...liberate your bike and burn some calories! It's a great form of aerobics but unlike the aerobics class, it can actually get you from A to B and do so much more.

### did you know?

-  On average, cyclists live two years longer than non-cyclists;
  -  Regular cyclists are as fit as an average person 10 years younger;
  -  Cyclists breathe in less pollution from traffic than car drivers;
  -  Cycling firms the thighs and bottom, and can even help tone the tummy muscles;
  -  Cycling raises your metabolic rate, helping you to keep the weight off.
- 



## arrive fashionably early

Beat the queues with your own pedal power. Cycling is the fastest way to get around town and if you arrive by bike, double yellows or traffic wardens needn't concern you. More often than not, you can park right outside your destination.

### did you know?

- ☀ In cities cycling can often be twice as quick as driving and your journey time won't vary with traffic, so you can normally arrive on time;
- ☀ Free parking – it costs you nothing, as long as you don't park where you're not meant to.

## spend your money on you

Unlike a car, a bike does not need road tax, an MOT or breakdown cover and, above all, there aren't any fuel bills.

A good bike will only cost you around £75 a year on maintenance, and even less if you pick up the spanner or allen key yourself.

If you cycle regularly, you'll save yourself a fortune, so there'll be more cash to spend on the finer things in life, like you!

### did you know?

- ☀ The average cost of maintaining a car each year is £273 compared to just £75 for a bike;
- ☀ An average household in the UK spends one in every six pounds on travel – think how much you'll save if you travel by bike.



An **allen key**, also known as a **hex** or **zeta key** is a tool used to drive screws and bolts that have a hexagonal socket in the screw head. They're extremely handy for maintaining bicycles.







## why not burn calories instead of carbon?

### did you know?

- ⚙️ Cycling is the least polluting way of travelling after walking; A cyclist's emissions only bother the person behind!
- ⚙️ 2kg of carbon are saved for every short journey that is made using a bike instead of a car;
- ⚙️ Ten bikes can be parked in the space of one car;
- ⚙️ Cycling uses 0.03 mega joules of energy per kilometre, 70 times more energy-efficient than the average car;
- ⚙️ More of us are doing it every day – going by bike puts you at the cutting edge of the cycling revolution!

change  
your world  
one mile  
at a time



# Zero emission vehicles arrived years ago.



**Sustrans is the UK's leading sustainable transport charity.**

Our vision is a world in which people choose to travel in ways that benefit their health and the environment. We work on practical, innovative solutions to the transport challenges facing us all. Sustrans is the charity behind the award winning National Cycle Network, Safe Routes to Schools, Bike It, TravelSmart, Active Travel, Connect2 and Liveable Neighbourhoods, all projects that are changing our world one mile at a time.



To find out more visit or call:  
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