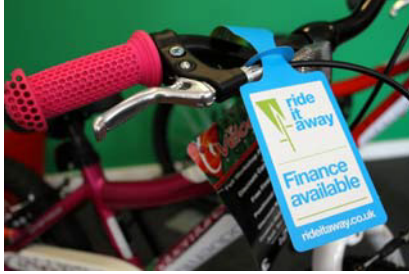




Ride it away POS display guidelines



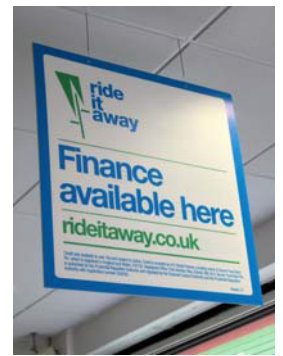
Bike tags can be mounted on the handlebars of all stock bicycles (whether you plan to offer finance on that particular model is up to you).

These tags advertise the fact that retail finance is available at your store. They can be wrapped around the bars and are secured to the bike by threading the label back through its tail.

Large square banners are supplied with hooks and adhesive pads, allowing them to be secured to ceilings, walls, windows and doors.

These are double-sided with the message “Finance available here” on one side and “Ride a new bike away” on the other.

These banners are large, versatile and fully compliant. Best used distributed evenly throughout your store to let customers know that they can purchase their dream bicycle and accessories from your shop, whilst spreading the cost!



Clean windows thoroughly before applying window stickers (inside). Applying stickers before windows are completely dry allows them to be positioned more easily. Use a credit card or similar to get rid of any bubbles caught between the sticker and the window.

Circle and A5 stickers can be positioned anywhere, but the triangular stickers look best in the corner of windows.

Swing tags are supplied with elastic bands to secure to the bike. These are intended for bikes that you plan to offer finance on and feature space for you to fill in necessary details about the following: cash price, deposit, rate of interest, representative APR, total amount of credit, duration of agreement, monthly repayment amount and total amount payable.

Visit www.rideitaway.co.uk and use the finance calculator to help complete this information.



Web banners



Ride it away web banners are available in various sizes to download and use on your website. Visit : www.actsmart.biz/downloads.

