

ELECTRIC BIKES FOR WOMEN



FULLY CHARGED

IS THERE A GENDER IMBALANCE IN CYCLING IN THE UK?



x2.5

In 2019, men made 2.5 times as many cycle trips as women did.

This is compared to our Dutch and Danish neighbours where there are equal numbers of cycling trips made by men and women.

Data Source – DfT Walking and Cycling statistics: England 2019

30%

30% of women currently do not ride a bike but would like to.

Research by cycling charity Sustrans has found the most frequent reason women give for choosing not to cycle is a concern about road safety.

*This guide recognises the term 'woman' to include anyone who self-identifies as a woman; whether cis or trans gender.

2:1

Double the number of men cycle once a week than women.

However, there have been huge inroads made in the last three years...

Data Source – Sustrans Bike Life Report 2017

**More women have
discovered cycling
since the pandemic.**

According to fitness tracking app Strava, **women in the UK led the worldwide cycling boom** during the coronavirus lockdown over the Spring and Summer of 2020.

108% rise

The cycling app recorded a 108% rise in the median number of activities by women in the 18-29 age group, with rises of between **52%** and **65%** in other age categories.

DON'T HEAR IT FROM US..

"Especially after Covid, my bike allowed me to rediscover the simple things which I took for granted before. That sensation of being outside; the smells, the sights, the bike has allowed myself and my kids to experience all those things."

Audrey Cadostin - Tern GSD S00 rider

"We discovered cycling again during the pandemic and really enjoyed being outdoors more. When I returned to the office, I decided I'd like to try cycling to work... it's been a positive change in my life and I actively look forward to my commute!"

Joanna - Riese & Müller Roadster rider



Here at Fully Charged, we're proud to be challenging the male dominance of the cycling industry.

We're a company who employ women across a number of departments and at senior levels.

We believe it's important to build a company that employs a mix of both men and women, across all levels of responsibility, creating a balanced, approachable environment for women to learn and test-ride eBikes.

Our mission is to make the cycling industry a more welcoming environment to all.

A photograph of four people standing in front of a brick wall. From left to right: a man with short brown hair and glasses, wearing a black puffer jacket over a black t-shirt with a green logo and a patterned scarf; a woman with long blonde hair, wearing a black turtleneck and a necklace; a woman with long brown hair, wearing a grey sweatshirt; and a woman with long blonde hair, wearing a black leather jacket. They are all smiling. The text 'THE WOMEN BEHIND FULLY CHARGED' is overlaid on the left side of the image.

THE WOMEN BEHIND FULLY CHARGED

From left to right..
Bori, Issy, Rachel and
Ebba

E-BIKES ARE FOR EVERYONE!

Whether it's an old bike you found in your Nan's shed or a fancy road bike; we just want to see more women cycling.

Whilst there are many brands, retailers and individuals that champion cycling as a whole, it is our belief that life is better with an electric bike; they are a means of transport as much as for recreational use.

A true life-hack!

That is why, as an electric bike retailer, we have dedicated ourselves to this area for 9 years.



WHY ARE E-BIKES SPECIAL?



1. YOU DON'T HAVE TO BE A SUPERHUMAN!

Electric bikes can be enjoyed by anyone, regardless of your existing fitness! You can cycle further distances, up steep hills and at faster speeds without needing to be an accomplished club cyclist. Best of all – you can still get a decent workout even with the electric assistance.



2. NO FANCY CLOTHING

Heard of the acronym 'MAMIL' –aka Middle Aged Man In Lycra? One of the great things about electric bikes is that you can wear normal clothes or light exercise gear when using them. No stressing about all that tight fitting malarkey... perfect for those weekday commutes and weekend adventures.



3. BIKES THAT ARE DESIGNED TO BE COMFORTABLE

Typically designed with frame geometries that offer more upright positions than 'analogue' road bikes, eBikes are comfortable to ride, placing less stress on your back and joints.



WHY ARE E-BIKES SPECIAL?



4. FEEL SAFER ON THE ROADS

Safety is the biggest barrier to increasing women's participation in cycling, yet eBikes can provide confidence and stability on the roads. The upright position offered by many eBikes increases your visibility, whilst the electric assistance makes you more agile at traffic lights and prevents you getting caught up with traffic on the hills.



5. MORE OF WHAT YOU LOVE

The electric assistance allows you to cycle further AND you arrive at your destination with enough energy to enjoy the things you love. You charge the eBike, but the eBike charges you!



6. HEALTHY AND FUN

Even with the pedal assistance, you can still achieve a good level of exercise. Electric bike systems also allow you to choose between assistance modes, meaning you decide the level of energy you want to exert. Most importantly, they're an incredibly fun way to exercise!



OUR CUSTOMERS THOUGHTS

"Sometimes mountain bikes can have quite forward leaning positions that can put pressure through your shoulders. I wanted a bike that offered an upright position that would be able to tackle a few tow paths - something that could open cycling up again to me."

"Having an eBike has given me back this amazing sense of freedom that I used to have when I would go riding with friends. It's something I didn't think I'd be able find again."

Sarah Allen - [Moustache Samedi 27 Xroad](#) rider



"I love riding bikes but for me it's not about sport, it's about transport and getting around. I wanted something that would be comfortable and the Tinker's upright position allows me to see my surroundings as I cycle.

I like that if I want to do some exercise I can just put it Eco mode, but what I REALLY love is when you put it in Turbo mode - it feels like the hand of God coming behind you and giving you this massive push!

I feel more in touch with nature on the bike... it's this sense of feeling more alive."

Jacqueline Dove - [Riese & Müller Tinker](#) rider





"I use the Moustache to drop my daughter at school before going straight to the station to get the train to work, so the fact I wouldn't get super sweaty with an electric bike was a massive factor as it means I don't have to change clothes."

"The traffic round here isn't always the most forgiving but the electric motor just helps you get out of those sticky situations quicker. It makes you more agile."

Lenke Kiss - [Moustache Samedi 27 Xroad](#) rider



*'I used to ride a road bike but after having an accident I wanted a bike that offered a more upright, visible position on the road.
'I now use my Gocycle to commute between Wandsworth and White City and feel more confident on the roads. I hardly use public transport now.
Cycling is always the preferable option'*
Camilla Halewood - [Gocycle G4](#) rider

DO WOMEN NEED A **SPECIFIC** E-BIKE?

No! It's all about finding the right eBike that works for you...

- In the past there has sometimes been a **'Shrink-it and pink-it'** approach to women's specific bikes.
- Whilst some bike brands still manufacture specific frame designs for women, **many have moved towards unisex frames** after realising there can be more variation between women, than between genders.
- **Gender specific features** such as **saddles, narrower handlebars and shorter cranks** can be fitted onto a unisex frame too by the likes of us at Fully Charged.
- **As long as you're comfortable and riding a bike that feels right for you, it doesn't matter whether it's a unisex or female specific bike.**



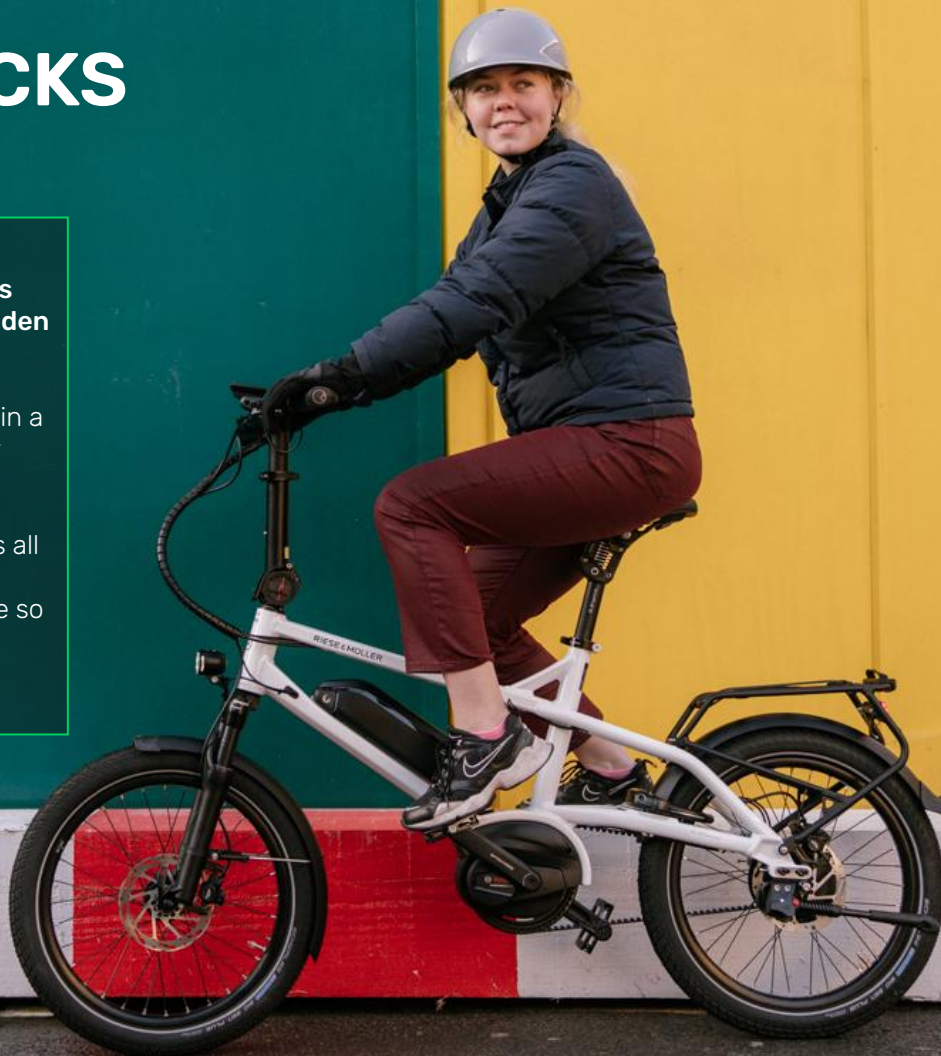
OUR eBIKE PICKS FOR WOMEN

At Fully Charged, we have over 200 in-stock eBikes for individuals, families and businesses, all of which can be ridden by both men and women.

Our range of unisex frames are available in a range of sizes, as well as step through or closed frame designs.

A number of our brands offer one size fits all models, with adjustable handlebars and seatposts allowing you to modify the bike so it's right for you.

Here's some of our picks...





Moustache Xroad 2 Open 2023

KEY FEATURES

- Electric trekking bike
- Bosch Smart System
- Available in S, M and L frame sizes
- *Available in closed frame model*

[Learn More](#)



Tern GSD S10

KEY FEATURES

- Family cargo bike that can carry-up to 2 children
- Easy and stable ride handling characteristics
- Vertical storage
- One size fits all model that can be ridden by riders ranging from 4ft4 to 6ft3 thanks to the angle and height adjustable stem

[Learn More](#)



Desiknio Pinion Comfort - Urban

KEY FEATURES

- Urban electric bike
- Lightweight
- Pinion Gearbox
- Suitable for riders with a height range of between 155cm-175cm and *available in closed frame model*

[Learn More](#)



Moustache Lundi 27.5 2023

KEY FEATURES

- Urban eBike
- Bosch Smart System
- Step-through frame
- Compatible with panniers

[Learn More](#)



Gocycle G4

KEY FEATURES

- Foldable eBike
- One size fits all with a height adjustable seatpost
- Perfect for commuting
- G4, G4i and G4i+ models in stock

[Learn More](#)



Riese & Müller Roadster Mixte

KEY FEATURES

- Urban eBike that's ideal for commuting
- Powerful Bosch Performance Line CX motor and long range battery.
- *Available in a closed-frame model*
- Option of a Gates Carbon Belt Drive

[Learn More](#)



Riese & Müller Tinker2

KEY FEATURES

- Compact urban eBike
- Bosch Smart System
- Step-through frame
- Compatible with panniers

[Learn More](#)



Riese & Müller Packster 70

KEY FEATURES

- Can transport up to three children
- Compatible with panniers
- Powerful Bosch Cargo Line motor
- Control Technology suspension option

[Learn More](#)



Benno RemiDemi

KEY FEATURES

- Step through frame
- Bosch Performance Line Motor
- Compact chunky 20-inch wheels
- Can carry one child on the rear rack

[Learn More](#)

BEAT THE TUBE...

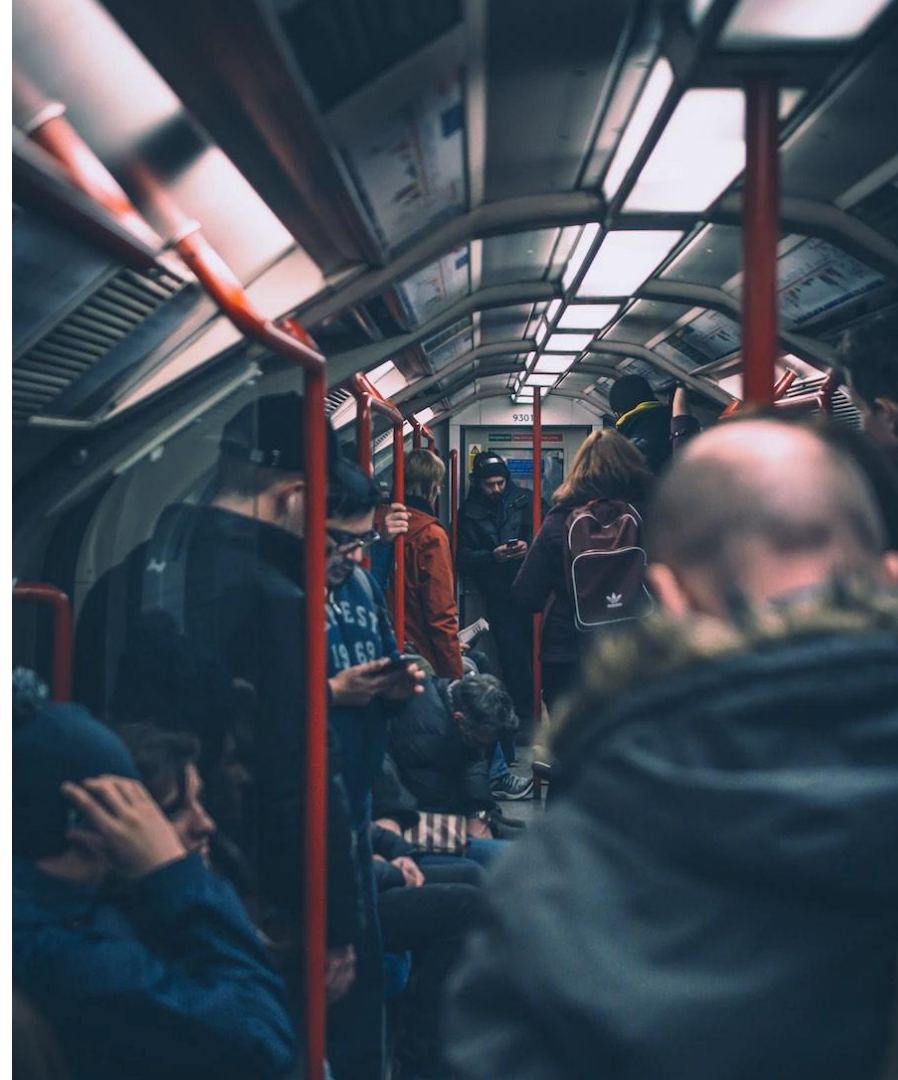
It's true, you can save money with a premium eBike!

Our top selling Riese & Müller Tinker2 has an average monthly running cost of **£45.56**. This accounts for insurance, charging, servicing and miscellaneous costs over a year.

[What are the annual costs of an eBike?](#)

<u>London Zone Monthly Cost</u> (Oyster/Contactless)	<u>Monthly Saving</u> (Oyster/Contactless)
Zone 1-2 £102.40	£56.84
Zone 1-4 £139.70	£94.14
Zone 1-6 £176.00	£130.44

It's more pleasant than commuting inside a sardine tin!



The average cost of operating a car every year in the UK is £3556

- Purchase/depreciation each year
- Petrol/diesel
- Car insurance
- Repairs and servicing
- Road tax
- Parking fees, tolls, permits
- Fines

Coupled with the above, London is set to expand the **ULEZ on 29th August 2023**.

[You can find out more about the TFL scrappage scheme here.](#)



WHO NEEDS A CAR?



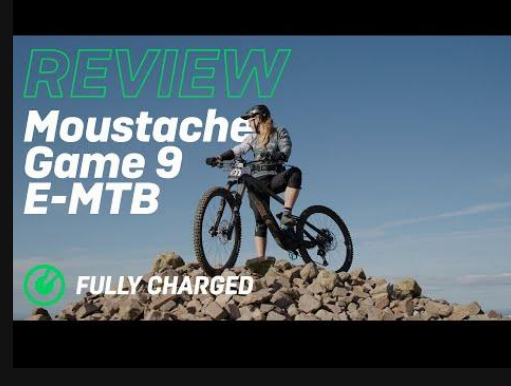
"Since I've had the bike the school run has become an absolute joy - the GSD is really easy, I just pop them on and off we go! The kids love the bike and are really proud of it when we arrive at school. It's given us a lot of freedom. For me, it's like having the flexibility of a car... just a lot more fun!"

I was not a cyclist and had never owned a bike in London, but it only took an hour to get used to the balance when riding with children. I feel really secure on it."

Audrey - Tern GSD S00 rider



VIDEO CONTENT



SAFETY AND SECURITY

LEARN
MORE

MEET THE UNBREAKABLE LOCK

HIPOK D-1000

To date, **the elephant in the cycle storage shed has always been the infamous angle grinder.** Designing a lock that can withstand the weapon of choice for bike thieves across the world has been a conundrum within the security industry for a long time, however Hiplok has risen to the challenge with **a true anti-angle grinder lock: the D1000.**

Hiplok launched their hunt for a lock that gives bike thieves the two fingers via Kickstarter in September 2021. Since then, **Hiplok have created a bike lock that combines 20mm of graphene with a reinforced premium hardened steel shackle, resulting in a lock that has been awarded diamond level security rating by the team at Sold Secure.**





Hiplok EDX

[LEARN MORE](#)



Hiplok Homie

[LEARN MORE](#)



Hiplok Ankr

[LEARN MORE](#)



Abus Bordo Granit X-Plus
6500 Folding Lock

[LEARN MORE](#)



ABUS U-Lock GRANIT™
Extreme 59

[LEARN MORE](#)



PowUnity GPS
Tracker

[LEARN MORE](#)



Basil SoHo Nordlicht
MIK Panniers

[LEARN MORE](#)



Ortlieb Back-Roller
Classic Pair

[LEARN MORE](#)



Bern Hudson Helmet

[LEARN MORE](#)



Dashel Cycle Helmet

[LEARN MORE](#)



Bern Nino Helmet

[LEARN MORE](#)

Do you need eBike insurance?

Actually eBike insurance is not compulsory but we do strongly advise you take out a policy so you're covered.

We have partnered with award winning bike insurance company [Laka](#).

Laka's collective cover is made for cyclists, for life on and off your bike!

-> eBike insurance plans

-> £0 excess

-> Leave at any point with no extra charges.

You can **claim 30 days free insurance cover** when buying an eBike through Fully Charged just by using our unique discount code. To find our more check out our insurance page [here](#).



CLEVER WAYS TO BUY

- To find out about our **Cycle to Work scheme** providers, and how **you can save up to 47% (!) of the cost of your electric bike**, please click [here](#).
- To find out about our **tailored finance packages**, including 0% APR over 12 months courtesy of V12, please click [here](#).
- **Subscribers to our newsletter can have the chance of gaining exclusive incentives, offers and credit options to purchase products.**
To sign up to our newsletter click [here](#).





CYCLE TO WORK
SCHEME EXPLAINED



THE PLACE TO START YOUR E-BIKE JOURNEY

"Coming into Fully Charged it didn't matter who you were. It felt like everyone is treated the same and it's fun! People listen to what you want, rather than tell you what you want. Any questions or problems I can always get in-touch."

Sarah Allen - Moustache Samedi 27 Xroad rider

"It was a really easy experience buying through Fully Charged. Sometimes when you speak to people in bike shops they can either be absolute experts or know nothing at all, but it was very balanced. It felt like a non-judgemental environment."

Lenke Kiss - Moustache Samedi 27 Xroad rider



OUR STORES FOR TEST-RIDES AND VIRTUAL CONSULTATIONS

In-store test rides across the UK!

- **Test ride any electric bike** at one of our Fully Charged stores across the UK
- **6 days a week**
- **Our eBike experts** will guide you and answer any questions you may have

[BOOK YOUR TEST RIDE HERE](#)





Bori

eBike Specialist

Issy

Social Media and
Content Manager

Rachel

Head of People &
Innovation

Ebba

Events & Office
Interior Manager



LONDON BRIDGE

Arch 6, Unit 5 Crucifix Ln, London SE1 3JW

Our Flagship store, where it all started



Opening times

Monday - Friday: 10 am - 5:30 pm

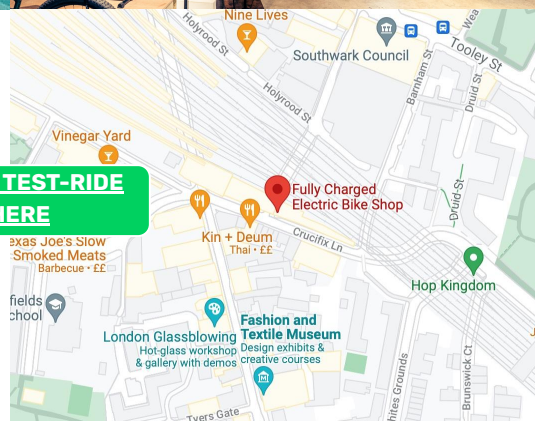
Saturday: 10 am - 5pm



Contact

0207 111 0977

**BOOK A TEST-RIDE
HERE**





SILVERSTONE

2225 Silverstone Park, Towcester, NN12 8GX

Tristan, our Silverstone Director, is standing by to answer any of your enquiries.



Opening times

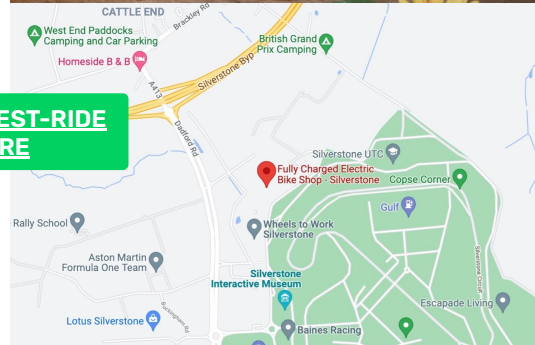
Monday – Friday: 10am – 5pm
Saturday: 10am – 4pm



Contact

silverstone@fullycharged.com
07377 153599

**BOOK A TEST-RIDE
HERE**





CORNWALL

Barras Place, Liskeard, PL14 6AY

Chris, our Cornwall Partner and Father of 6 (!), is available at our new store in Liskeard, as well as for home test-rides across Cornwall, Devon and South Somerset.



Opening times

Monday, Thursday, Friday: 10am – 5pm

Tuesday: 11am – 7pm

Wednesday: Closed

Saturday: 10am – 4pm

Sunday: Closed

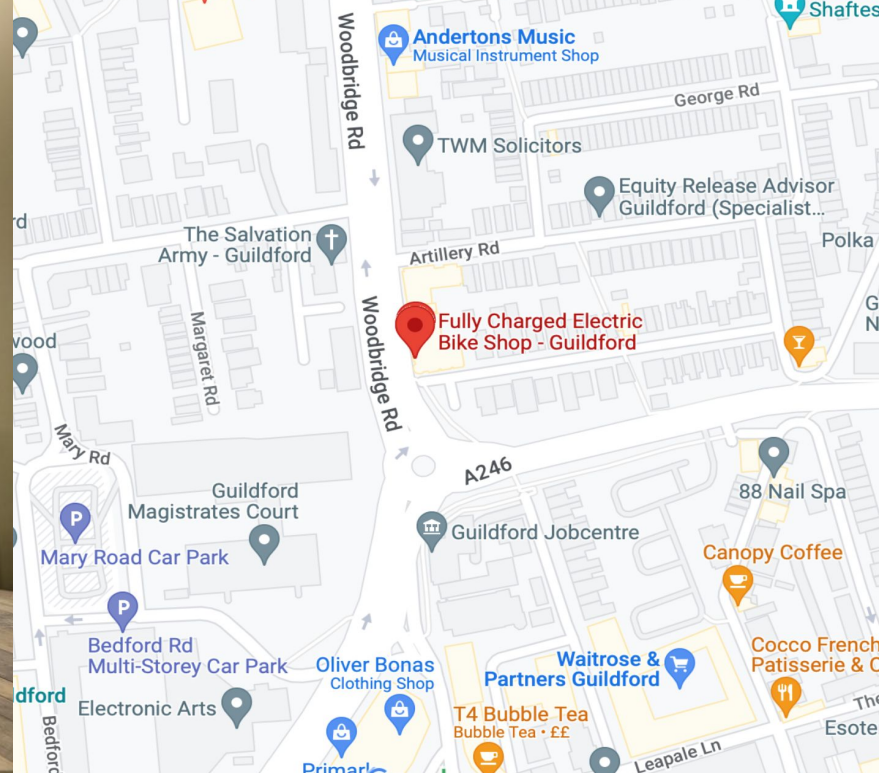


Contact

01579 558879

WATCH OUR VIDEO





GUILDFORD

Unit 1, 75-78 Woodbridge Road, Guildford

Chris, father of two and a Tern GSD rider, is at hand to speak to you about the right bike for you at our Guildford store!



Opening times

Weekdays (Tuesday closed): 10am – 5pm

Saturday: 10am – 4pm

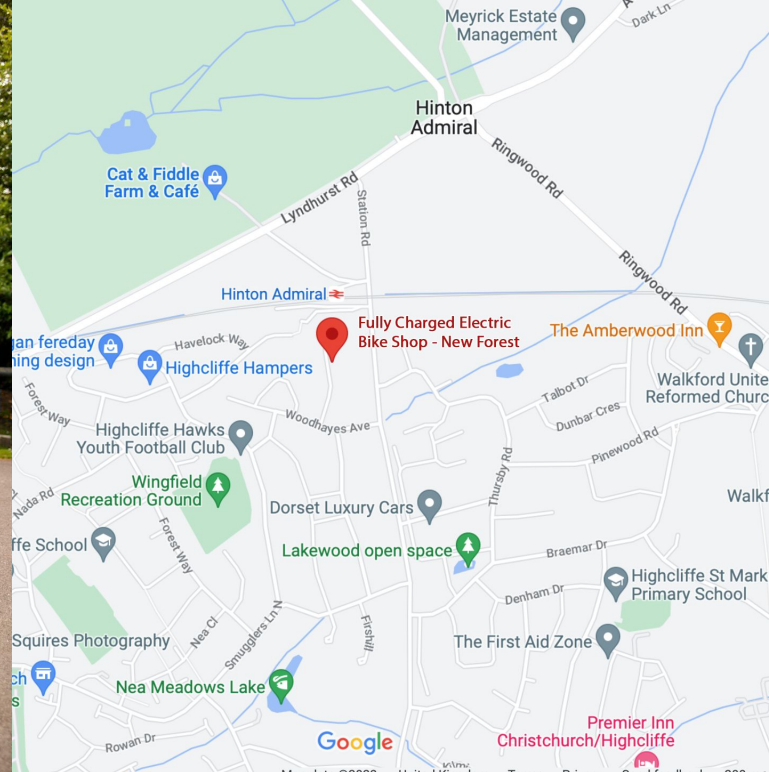


Contact

guildford@fullycharged.com
01483 808765

[BOOK A TEST RIDE HERE](#)





NEW FOREST

Rossley Cl, Highcliff, Christchurch

Steve uses his cargo bike to carry his wingfoil board to get to hard to reach surf locations! He is our new store this year, so if you're in the area come and say hi!



Opening times

Our NEW STORE! **Currently booking by appointment only.**



Contact

newforest@fullycharged.com
07450233500

EMAIL OR CALL FOR A
TEST-RIDE



LONDON BRIDGE SERVICE CENTRE

Fully Charged have been offering electric cargo bike solutions from the world's leading manufacturers since 2014. Based at the foot of the iconic Shard and only a **2 minute walk away from London Bridge station**, our service centre is the first of its kind in the UK, catering for all manners of families and businesses that want to test ride our range of products.

Opening Hours:

Monday - Wednesday: 9 am - 5 pm

Thursday: 9.30 am - 5 pm

Friday: 9am - 5 pm

Saturday: 10 am - 4 pm

Contact - 0207 111 0977



Fully Charged Service Centre, 891-894
Holyrood Street, SE1 2EL

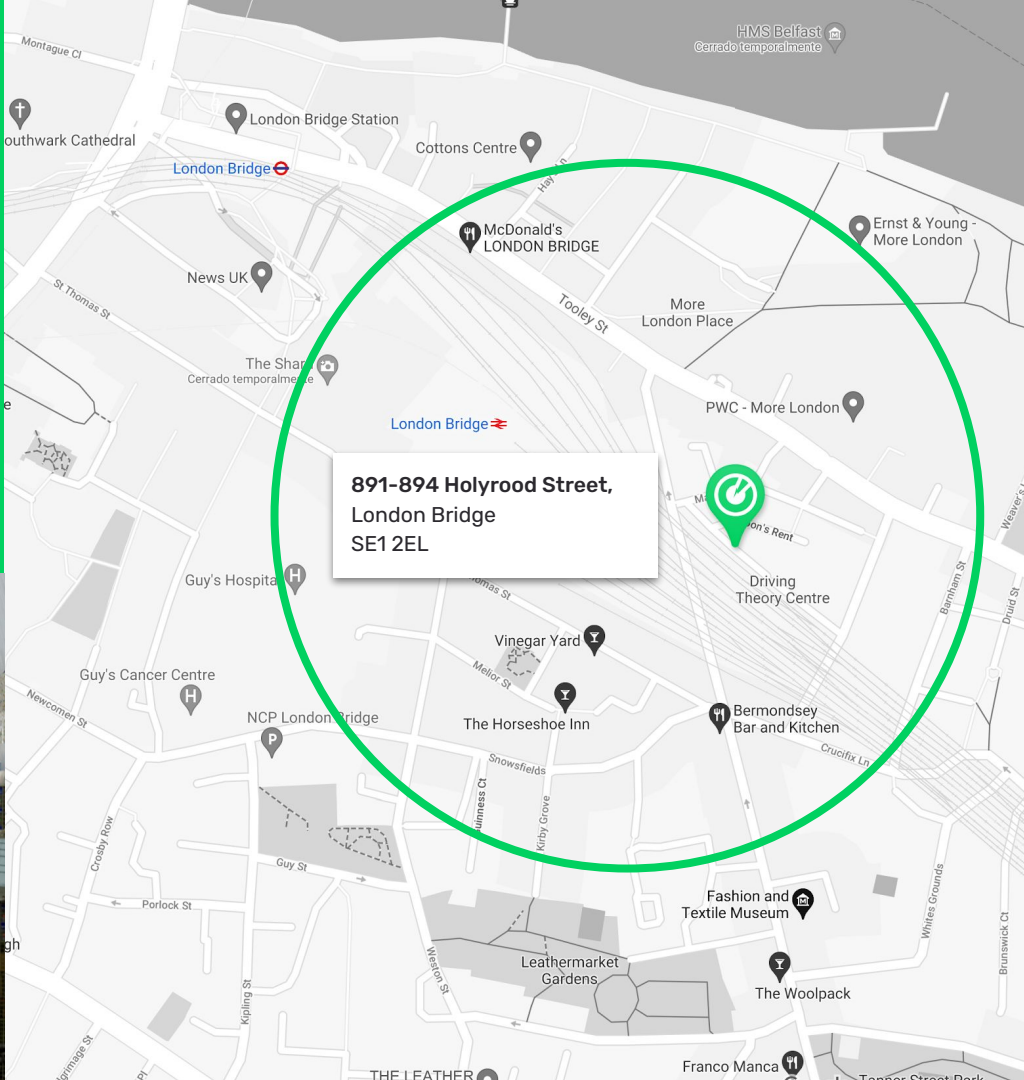
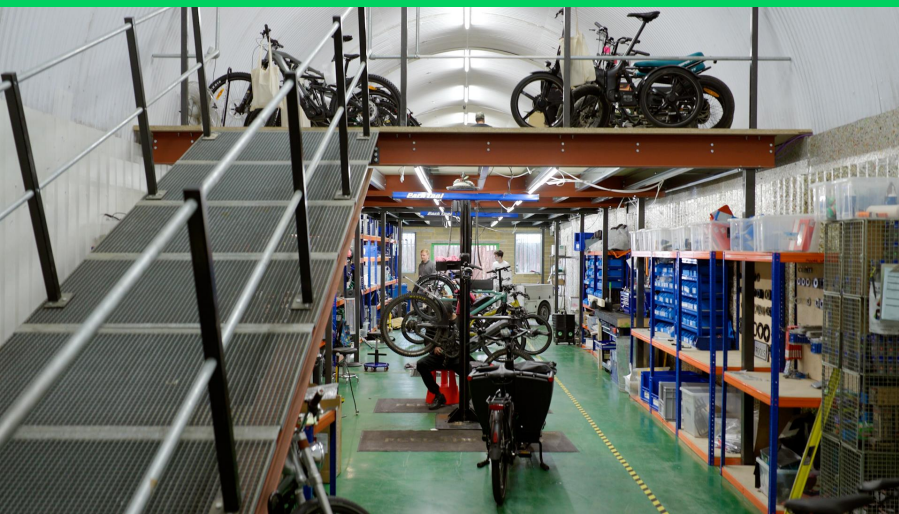
We are here! 😊



FULLY CHARGED SERVICE CENTRE

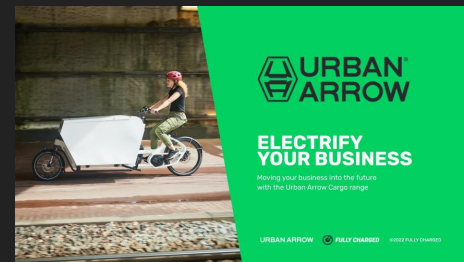
Your point of call

The UK's largest eBike service
centre in central London



Have you read our other electric bike guides?

Please visit our [Fully Charged Insights page here](#) to see what other guides might be right for you to read ahead of making your purchase





 FULLY CHARGED



CONTACT

Call: 0207 111 0977

Email: info@fullycharged.com

Visit: www.fullycharged.com

