



# Powering a fresh approach to e-Bikes

With COVID accelerating change in the UK's travel and commuting habits, e-bike company Rayvolt UK tasked loop with finding in a new approach to promote its distinctive range of premium electrically assisted bicycles.

loop's own insight data shows that bicycles, electric bicycles and electric scooters look increasingly attractive, as people use cars less and shy away from the confinement of public transport.

Understanding the market for the brand and being able to reach the right media targets, the agency has been able to provide an engaging and experiential approach to Rayvolt UK's brand.

With Rayvolt UK focusing on quality, using the highest quality components and engineering, loop's base at Bicester Motion also offers the perfect location to host and demonstrate the range of e-Bikes and allows media to really understand them in realistic conditions.

*"We wanted a different approach and, working with loop means we can really show Rayvolt UK's relevance and the true potential of our products."*

**Graham Kresfelder**

**Managing Director, Rayvolt UK**

