



There's  
a  
lot  
riding  
on  
it!

## Suitable Transport

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## Suitable Transport – Ride with us !

Stephen Gale, a typical car driver plans to ride his slick new [Schwinn World GSE](#) electric bicycle from Melbourne to Sydney, while wearing a business suit.

### Why?

Because if he can do that surely we can all reconsider our car usage and find suitable transport alternatives! By following his practical example every one of use can make a significant reduction in our carbon footprint, and start to be a part of a solution to the global warming problem.

### Here is what Dick Smith says about us:

"Stephen Gale has demonstrated that by challenging our conventional notions of transportation we can each dramatically reduce our greenhouse gas emissions. Whether we are talking about an electric bike or an ethanol fueled aircraft, we need to open our minds to all possibilities." - **Dick Smith**

### We Need You!

We are looking for other suitable riders to join us. We feel that by having a group of about 20 riders, all wearing their company's work gear, we can send a strong message that you really don't need to be driving to work just because you wear a uniform.

To help us send our message we have decided to open our arms to like minded and environmentally caring companies.

### Where will we be going?

We will be riding from Melbourne's Federation Square on Monday 16 April 2007, and arriving in Sydney 8 days later at Martin Place on Tuesday 24 April 2007. Our electric bikes will quietly humming at about 25-30 km/hr along the coastal

route, and we plan to take it at a fairly leisurely pace. The most we will travel on a given day is 130km. See [www.suitabletransport.com](http://www.suitabletransport.com) for the map.

We understand not all people can afford 8 days so consider riding part of the way. We certainly don't object if someone rides from Melbourne to Eden, while another rides from Eden to Sydney for example. Even one day of your time helps us to communicate our message, and lets you get in on the fun.

### **Will there be much media?**

We think so.

The launch is going to be a major event and will feature DJ's from Triple J and music from the band Bomba. They will be playing their version of "Low Rider" which has been recorded especially for this event, and is being featured on Triple J radio from February 15 Feb 2007.

At this early stage Stephen has received invitations to appear on breakfast television, several radio programs and is to be interviewed by major newspapers and various journals. In addition the Leader newspaper group has agreed to run articles about the ride in the papers that will be distributed near your company's vicinity.

We will allow you to place make any material you wish at the launch, whilst your logo will be displayed prominently on the main screen. All the riders are bound to get plenty of media attention, ensuring that they represent your company personally.

### **What should we wear?**

You can wear anything you like, but we encourage you to be creative – show us your fun side and fly your corporate flag! If you are an engineer or a scientist – how about you wear a lab coat (complete with multiple pencils and pocket protector). If you are a flight attendant – why not wear your uniform?

The whole point of this trip is to show how easily you can do this ride, and to kill off the myth that you will arrive in a sweaty lather.

Your company's representative will be bound to get plenty of air time, so make sure he or she captures the public's imagination.

## Do I need to be an athlete?

To paraphrase the words of John F. Kennedy when he was announcing his plan to send a man to the moon, we don't do this because it's hard, we do this because it's easy!

In fact, we would really prefer it if your company's representative did not come from the tri-athlete division. On the other hand if you are in the business of looking good, then give us your most glamorous!

## What will we do for you?

- While Steve will get to ride his snazzy pre release Schwinn electric bike, they don't have enough of these to go around. Instead we have sourced a decent bicycle, added the battery, motor and controller and created a really great means of transport. The bike is very respectable, after all, its good enough to get to Sydney! The best part is you get to keep the bike afterwards. The retail price of an electric bike conversion kit **without the bike** currently retails for over \$1000, though hopefully as a result of this project demand will increase and they will become more common and less expensive. This is only possible because of the generosity of new local supplier, DC Cycles.
- We want to present all of the riders well, so we will have a professional photographer take your photo in your "uniform". With your blessing, we will put this on our website, and give you a print and a memento of the ride.
- We will provide healthy and substantial catering all the way. How we will do this will vary with the number of riders, but we will negotiate a reasonable rate from a decent caterer. We don't plan for anyone to go hungry or lose weight!
- We will provide appropriate share accommodation. If hotel accommodation is not available we will notify you prior to the ride.
- We will provide transportation for your clothing, make-up and spare outfits in our support van. In addition we will get the bikes back to Melbourne for you if you desire.
- We will carry chargers for the batteries, spares electric bike bits, and some basic bike repair gear (a couple of spare bikes, spare tyres etc) in our support vehicles, kindly provided by our generous sponsors Flexicar and GP Electronics.

## **What will the riders need to provide?**

Apart from a great spirit of adventure, a big sense of humor and a great attitude, we need you to arrange or provide the following for yourself:

- Transport to Melbourne for the launch on the 16 April 2007 and from Sydney on or after 24 April 2007.
- Bicycle Insurance
- Helmet. Don't forget your company's logo!
- Your customized uniform or work gear.
- Some "Civilian" attire.
- Spending money.

## **Can I keep the bike afterwards?**

- We would be honored if you would keep it and show it to your colleagues and friends. We want more people to use electric bikes (or ordinary bikes for that matter) to get to work rather than their cars.

## **Who is coming so far?**

- Apart from Stephen Gale (in a suit of course) we will have a maintenance worker (in his overalls), a software salesman (in his cowboy boots), a musician (in rock god attire), a film maker, a photographer (wearing a beret?), a cryptographic expert (he will be invisible), a timber recycler (in high visibility gear), an engineer (in his lab coat), and a healthy hamburger restaurateur (with his spatula).
- We are looking forward to finding people from all walks of life – maybe an airline or fighter pilot, a police officer, a fire fighter, a bear suit wearing charity worker, a butcher, baker and a candlestick maker, and maybe one or two celebrities.
- We have to limit the numbers to 15 for practical reasons, so based on the response so far you will need to get in quick!

## **How much will it cost?**

- At this stage we are charging \$1995 plus GST, per participant.

We will use this money to cover the purchase of your bike and extra batteries, share hotel accommodation, and catering. People generally assume that this is a money making scheme. We will not profit monetarily from this event – Federation Square for example, one of many expenses, has costs thousands of dollars, and will come straight from Stephen's pocket.

All of Suitable Transports financial dealings will be made transparent to all participants.

## **When do we need to confirm and pay by?**

- We would like your confirmations to attend as soon as possible! To confirm your place, we will require you to pay Suitable Transport a non refundable deposit of \$200 by Friday 2 March, 2007.
- Because DC.Cycles will be sea freighting the bike conversion kits from Asia, we will need full payment to be made by Friday 9 March 2007. Any participants that are able to pay sooner will make our lives a whole lot easier.

## **Need More Information?**

Email Steve – [stephen@suitabletransport.com](mailto:stephen@suitabletransport.com) or phone 0412035842.

## **Show the world your company cares!**

By joining Suitable Transport you will send a clear message to your company's staff, customers and competitors that you care for the world we live in and you are prepared to make a difference.

We really appreciate your help – there's a lot riding on it.