



**Great minds
Lease a Bike**

Guide for communication of benefit bikes

How to launch the benefit at your workplace

**lease
a bike**

How to make the benefit bike a successful benefit

1. Inform your employees via newsletter/email



2. Inform your employees via intranet



3. Share personalized information material

4. Inform about the benefit on social media



Get started!

We are glad that you have chosen to offer benefit bike leasing with Lease a Bike.

To get the most out of this benefit it is important that you use our guide and information material to effectively inform and inspire your employees. Our experience shows that this is the key to making the benefit successful. After all, it is only when your employees have jumped on the saddle, that all the benefits of cycling come to life!

If you have further requests, suggestions or have any questions - do not hesitate to contact a Lease a Bike colleague.

Together, we can make sure to make benefit bikes at your workplace a success story!



1. Inform your employees via newsletter/email

Use the email template below to inform and inspire your employees about benefit bikes with Lease a Bike. Don't forget to add your organisation-specific information in the **orange fields**. You can always find your unique registration link in the Portal → Infocenter.

Subject line: You can now lease a benefit bike with Lease a Bike!

Dear employees,

To promote a greener and healthier workplace, we now offer bike leasing with Lease a Bike!

As a permanent employee, you can now lease your dream bike and pay through a gross salary deduction and thus [save up to 40%](#) compared to private bike purchase. Choose a bike freely from over [300 connected dealers](#) and lease for 36 months, with the option to buy the bike out at a beneficial price afterwards. If you don't need a bicycle yourself, you can lease one to someone else in the household! In the event that you are on extended sick leave, parental leave or leave the company, we have a take-back guarantee (after 6 months) which means that you can return the bike and terminate the agreement at no extra cost.

In this video, it is simply explained what a benefit bike actually is and why it is so advantageous to lease instead of buying privately (in Swedish): [Onboarding-video](#)

Get started in 5 easy steps:

1. Register in the portal here: [\[Registration link\]](#)
2. Do a Quickstart (request to lease)
3. Visit a [local dealer](#) or order your dream bike [online](#)
4. Approve the quote digitally in the portal
5. Start biking!

Each leased bike includes the market's best comprehensive insurance with SEK 0 excess, which covers you in the event of theft and damage to the bicycle. Choose an affordable service package for extra security!

You will find more information and general conditions on the intranet.

Do you have additional questions? The support team at Lease a Bike is happy to help you and is available every weekday from 9:00-17:00 (closed for lunch at 12-13) and can be reached via support@leaseabike.se, on [010 - 516 47 44](tel:010-5164744) or chat at leaseabike.se.

[Greeting]

[Download email template](#)



2. Inform employees via intranet

Does your company have its own intranet? If so, you should publish information about the benefit there as well. Choose which of the two proposals below that suits you best. Don't forget to include your unique [registration link](#), so your employees can access our portal and get started with benefit bikes easily!

Proposal 1: Get started with new health benefit!

We want our employees to feel good and stay active. That's why we now offer the opportunity to lease your dream bike through us. Together with Lease a Bike, you can easily get started with a benefit bike in just a few steps! By leasing a bike, you can save up to 40% compared to buying it privately – and of course you can use the bike both for commuting and in your free time. Always including the market's best comprehensive insurance with SEK 0 in excess, that protects you in the event of theft and damage to the bike. Also included is a take-back guarantee in case of changes of employment.

Get started in 5 easy steps:

1. Register in the portal here: [\[Registration link\]](#)
2. Do a Quickstart (request to lease)
3. Visit a [local dealer](#) or order your dream bike [online](#)
4. Approve the quote digitally in the portal
5. Start biking!

We look forward to many of you coming to work by bike soon ;)

Do you have additional questions? The support team at Lease a Bike is happy to help you and is available every weekday from 9:00-17:00 (closed for lunch at 12-13) and can be reached via support@leaseabike.se, on [010 – 516 47 44](tel:010-5164744) or chat at leaseabike.se.

Proposal 2: Make big savings on your dream bike!

Get hold of your dream bike with our new benefit – benefit bike leasing. Through our collaboration with Lease a Bike, you can easily lease any bike, regardless of brand or model, in a few simple steps! With gross salary deduction and tax benefits, you can save up to 40% compared to buying a bike privately. Always including the market's best comprehensive insurance with SEK 0 in excess, that protects you in the event of theft and damage to the bike. In addition, a take-back guarantee is included in the case of changes of employment. And the best of all? Your benefit bike is not just for commuting – use it in your free time just as you want!

Are you interested? Get started with your registration today [\[Registration Link\]](#)

We look forward to many of you coming to work by bike soon ;)

[Download images](#)

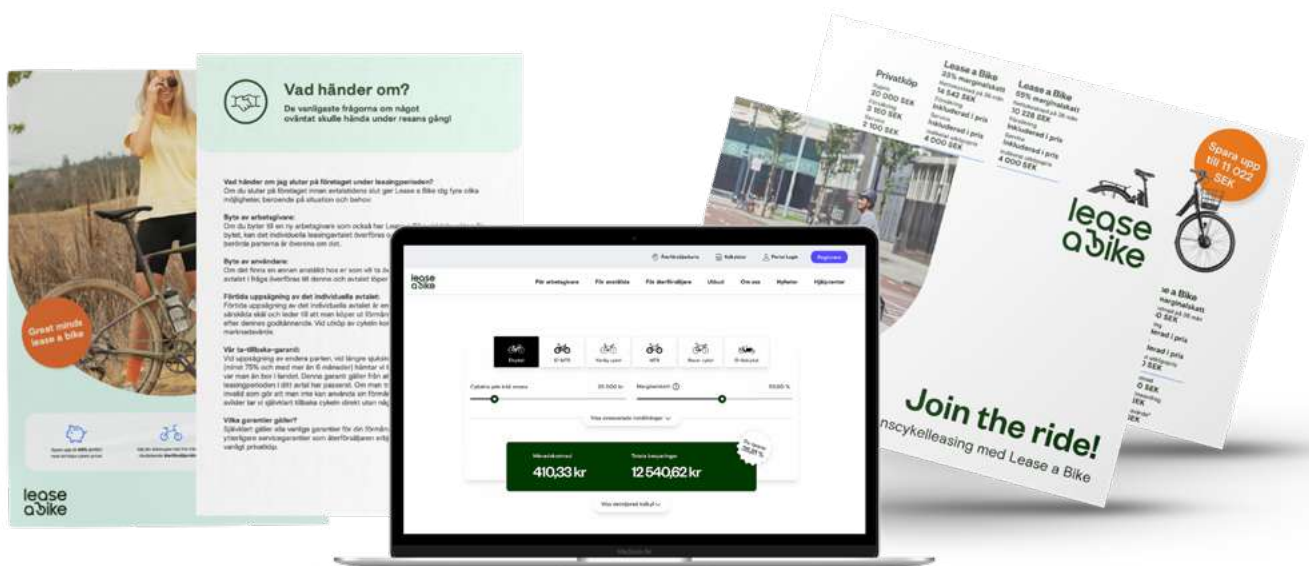


3. Share information material with your employees

Make benefit bikes a successful benefit at your workplace: With inspiring information material, your employees become aware of the benefit and get access to all relevant information.

We provide you with a complete communication package containing: Info sheet, "Questions and answers", Poster, Video and One-pager. Share the material with your employees - via e-mail, on the intranet, on digital screens or why not print it and put it in the cafeteria!

On request, we are happy to provide you with personalized material: With your logo, configuration and unique registration link!



[Download communication package](#)



4. Inform about the benefit on social media

Ahead of the launch of the new benefit, we have also created templates for posts in social media. Using social media these days is one of the most effective methods of spreading the word and get the attention of your target group – among your employees, but also from your channels' followers and other companies.

Our social media posts are designed to help you communicate benefit bike leasing with Lease a Bike in an easy-to-understand way. With an appealing design and inspiring images, these are seamlessly integrated into your social channels.

Do you want a special image or content? On request, we are happy to provide you with a personalized post template!



[Download templates for SoMe](#)

We are here if you need us.

Do you have any questions or concerns during the journey?

Peter is there to help you throughout the process! We also organize demo days and webinars to help employees get started with benefit bikes.

Contact Peter



91%
Customer
satisfaction

100% support

We pride ourselves on our exceptional support team who deliver first class customer service during all stages of the leasing process. Get in touch via support@leaseabike.se, on [010 – 516 47 44](tel:010-5164744) or chat at leaseabike.se, every weekday at 9:00–17:00 (closed for lunch at 12–13).