

New concept
Innovative
Recognised marketing

Impressive
Modern

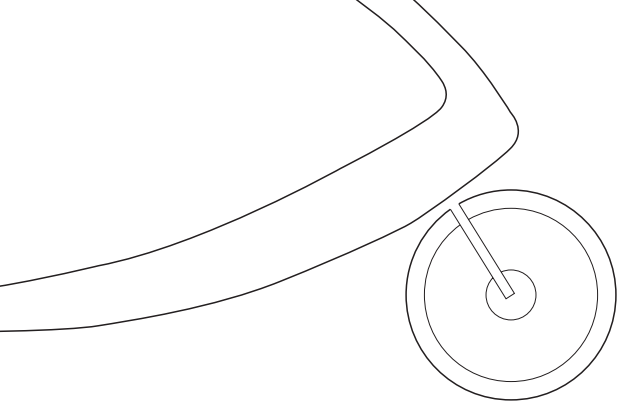
Visibility
Sustainable transport

Outdoor

Perpedalo is an innovative and sensational advertising media. Thousands of people come into contact with our unusual vehicles each day.

Take a ride on the green side..

perpedalo



ADVERTISING WITH **IMPACT**

PERPEDALO IS AN INNOVATIVE AND SENSATIONAL ADVERTISING MEDIA.
THOUSANDS OF PEOPLE **COME INTO CONTACT**
WITH OUR UNUSUAL VEHICLES EACH DAY.

The beautiful cabin is formed with an elegant and robust design, which gives:

- maximum advertising space
- passenger comfort
- attention from all by-passers

Perpedalo's graceful tempo ensures that your advertising message is seen and remembered.

What can they do?

Perpedalo is a sustainable, pedal-driven, noise- and exhaust-free taxi service.

Our specially built taxis are motor assisted and are driven by chauffeurs, who have good knowledge of the city.

Perpedalo has quickly become a welcomed part of the cityscape, operating seven days per week throughout the summer season. Our covered taxis can transport up to two adults and are an extremely comfortable ride.

Something completely different

Our vehicles are dimensioned so as to be attractive, compact and truly unique.

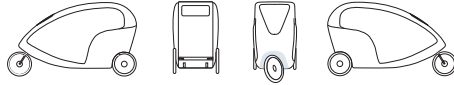
We offer intensive exploitation of our advertising media through close contact with pedestrians, cyclists, motorists and all others who are out and about on the streets. A Perpedalo draws great attention when it passes by.

We differ from other types of advertising media in the way that we keep tight control of our rolling advertising stands. Every evening we carry out a technical check of each vehicle and ensure that our fleet is 100% presentable.

Take a ride on the green side...

Perpedalo has quickly become a welcomed part of the cityscape, operating seven days per week throughout the summer season, transporting up to two adults.





THE 7 GOLDEN STEPS

WHAT IS THE PROCESS **WHEN ADVERTISING** WITH CYKELTAXI?

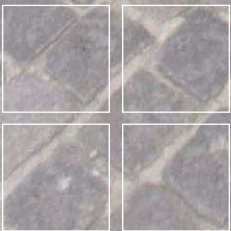
- ① Sketch your ideas for your advertising
Use our layout template
(From our homepage/CD-ROM)
- ② Communicate your ideas with our creative agent

Send all corporate logos, slogans, text, fonts, colour schemes etc.
(Allow at least one week from idea to final layout)
- ③ Approval of first edition
- ④ Amendments or corrections of first edition
- ⑤ Final approval of layout ready to print
(Allow at least one week for printing)
- ⑥ Print of advertising foil, delivery and mounting
(Minimum one week before first day of showing period)
- ⑦ Showing period begins



Take a ride on the green side...

In order to achieve a professional result, it is extremely important that the advertising material is manufactured correctly. We therefore use our own desktop publishing bureau and printing facilities.



WHY DECIDE ON JUST ONE MESSAGE



A

Roof



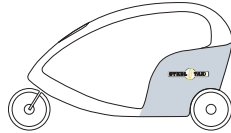
B

Back panel



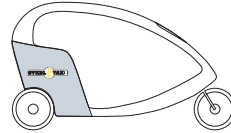
C

Front



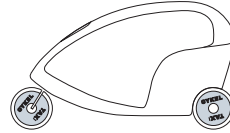
D

Left side panel



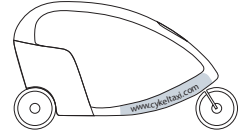
D

Right side panel



E

Wheels



F

Foot panels

Sketches A-F show possible placements on our cabins for a standard decoration.

Arrangements can always be made if decorations are to be made other places.

WWE'RE NOT A NEWSPAPER!

It's not necessary to commit to one particular advert layout on each and every of our vehicles. We have the flexibility to offer a palette of advertising messages, making each and every vehicle unique, within the same advertising campaign.

DETAILS REGARDING ADVERTISING & LAYOUT

In order to achieve a professional result, it is extremely important that the advertising material is manufactured correctly and presented in an attractive way. We therefore use our own desktop publishing bureau and printing facilities. Perpedalo is responsible for the mounting of advertising foils on the vehicles.

We can offer additional assistance with the creative layout of your advertising campaign via the experienced designers in our advertising agency.

PRACTICAL INFORMATION

The panel between the chauffeur and the passenger is equipped with a pocket, which can be used for distribution of product testers, brochures, etc., related to a campaign or a new product. The eye-catching decoration on the outside of the vehicle is hereby combined with detailed exposure on the inside, thus ensuring sustained attention to your advertising message.



Pocket for product testers, brochures etc.

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