

Ken Agar - New Plymouth

LOCAL BRANDING & SIGNAGE

Chaddy's Charters in New Plymouth were looking for a couple of ebikes to add to their fleet. Customer hire bikes from Chaddy's and ride the 20km return coastal path from town and take in the magnificent views of the Tasman Sea.

Ken provided the bikes at "cost" to

1. Make the deal attractive to Chaddy's
2. To make MeloYelo bikes visible on the local cycleways.

In addition to the many referrals and leads Chaddy's has passed back to Ken, he also picked up servicing their analogue bike fleet, which has been another income stream.

If you ride along New Plymouth's coastal path today, over 50% of the bikes you will see are MeloYelo.



MeloYelo signage at Chaddy's