



33 TWEEWIELERS

Volkswagen E-Crafter

Introducing 33 tweewielers

- Founded 6 years ago we managed to grow a sustainable business with currently 2 local shops. 'It should not start to look like work' is a common used phrase in our shop. We do what we do, because it makes us happy – and secondary it pays the bills.
- Our keywords are:
 - Expert and bikelovers
 - Innovative / progressive
 - Environmental friendly – almost Co2 neutral
- We segmented our market with a strong focus on a couple of brands in which we are an expert and have the complete collection and knowledge. We aim to keep people mobile whether it is for daily commuting or recreation. Our goal is to make riding your bike is as much fun as possible.
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- The branding of our van should be visually strong / recognizable and an extension of our shop. So we need to have a strong focus on our logo and name of the shops. Secondary I would like to have supportive branding using colours, drawings or pictures of smiling people riding bikes.

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- The 3 most important brands we work with – of which we have a concept store:

- Riese&Müller: www-r-m.de

- Scott: www.scott-sports.com

- Cortina: www.cortinafietsen.nl

- I can imagine we have a spot on the van where we place the logos of the different brands we work with. Besides the three mentioned we work with: sparta, frog bike, velo de ville, assos, ortlieb, terry, ergon, wahoo, tacx, brooks

The electric van

The Volkswagen E-Crafter:



- We choose this electric van as a statement and because of the lower environmental impact. We charge the car with our 54 solarpanels we have on our shop. This needs to be mentioned in the design. I would like to integrate a logo / symbol of a van with an electric plug at the back with the text "100% elektrisch"
- Colour: black (high gloss) – it would be great to use this colour as a base colour. Because of the excessive costs I don't want to wrap the entire car.
- Size: Height 3 Length 3
- Doors: 2 in the front, sliding door on the right, 2 doors at the back

- **Summarizing design must haves:**

- Strong presence of our logo and name 33 tweewielers
- Preferably the use of the colour of the car (high gloss black) together with at least matt grey/black and red – optionally other colours.
- High quality design / eye-catching design
- 3 brands: Riese&Müller / Scott / Cortina
- Logo / symbol of a van with a plug on the back
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- **Nice to have:**

- On the back doors - windows -> an advertisement we can change regularly. For example to introduce a new bike.
- Logo's of other brands

Examples of designs we like

Inspiration:

Strong design
in matt/high
gloss



Inspiration:

very strong
branding – nice
detail – mirrors
are in red



Inspiration:

very strong design
– within 1 second
the brand is
known





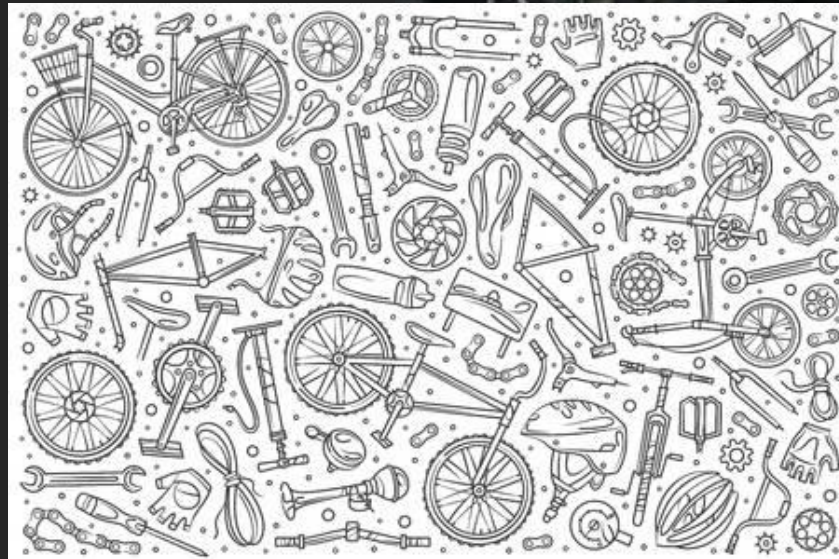
Inspiration:

the drawing on the side shows what we like to do: riding our bikes in nature



Inspiration:

can be great to
have the 'bike-
camo-design
on the lower
half'



Inspiration:
duo-tone
with drawing



Inspiration:
more elegant
design –
tone-on-tone



Eye-catching
design – but
pretty busy
design





Inspiration:

great out-of-
the-box design