

CYCLING FOR A REASON


ENVIRONMENT

25.4 million tons
of CO₂ emissions
REDUCED per year
if **1/10** commuters
switch to a bike

Bicycling
saves trees
and reduces
traffic noises

I'm faster than cars
when I bike
in rush hours

PHYSICAL HEALTH

BICYCLING burns
 **8 times**
of calories
than **DRIVING**

Riding a bike is great
exercise that helps you
lose weight and keep fit!

If you bike for...
15min **30min** **50min**
That's the calories of



Train
your muscles



Make your
heart strong



Being active



Keeps
you happy



Boosts
your brain



Get
fresh air



CYCLING FOR A REASON

BICYCLING CAN SAVE YOU \$10,000 PER YEAR

COST PER YEAR

\$10,220



LARGE SEDAN

\$200



BIKE

\$84

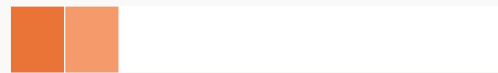


BUS

MONEY IS SPENT ON...



FINANCING FUEL COSTS INSURANCE
DEPRECIATION PARKING MAINTENANCE



DEPRECIATION MAINTENANCE



CUMTD ANNUAL BUS PASSES

WITH THE SAVINGS YOU CAN BUY

10 YEARS



WORTH OF CLOTHES

40



NINTENDO 3DS

60



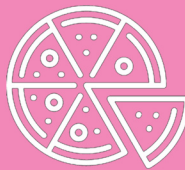
PAIRS OF NIKE SHOES

400



NEW BOOKS

800



LARGE CHEESE PIZZAS

1500



STARBUCKS COFFEES