

## IT'S YOUR MONEY – SPEND IT WISELY

So you are considering buying an **Electric Bicycle** – simply remember this **GOLDEN RULE**:

### “IT'S YOUR MONEY – SPEND IT WISELY”

There are quite a number of importers / distributors / retailers of **Electric Bicycles** in Australia - few are **GOOD** – some are **OK** – many **SHOULD BE AVOIDED...**

**Caveat Emptor** – “let the buyer beware”.

Since our company imported the first commercial shipment of **144 Electric Bicycles** to Australia in 1998 – we have seen approx 30 to 40 **inferior** competitors come and go in attempting to duplicate what we do.

Invariably they have failed for 1 of 3 reasons:

1. **No understanding** of the specific requirements of the Australian conditions.
2. **Inferior, unsuitable product** that was originally designed for the Chinese market.
3. A **‘get rich quick’ mentality** where customer satisfaction and customer service levels were secondary considerations.

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You have the choice – you can come to **The Electric Bicycle Co** and **BUY THE BEST** – or you can go to a competitor and **BUY THE REST**.

Before deciding where to buy your **Electric Bicycle**, consider these **7 simple rules**:

1. Check that the supplier has a **PROVEN TRACK RECORD** of supplying **Electric Bicycles** over a number of years.
2. Check that your supplier has a **GENUINE PHYSICAL PRESENCE** and is not simply a faceless **‘Johnny-come-lately’** or **‘Fly-by-nighter’** with a web site / online selling strategy only.
3. Check that your supplier does indeed have **WORKSHOP / SERVICE FACILITIES** to back-up your **Electric Bicycle** post purchase.
4. Check that your supplier does have **EXPERIENCED AND CAPABLE SERVICE TECHNICIANS** who will be able to service your **Electric Bicycle** post purchase.
5. Check that the **Electric Bicycle** will suit your requirements by undertaking a **COMPREHENSIVE TEST RIDE**.
6. Check that the supplier holds sufficient **STOCK OF SPARE PARTS** to service the **Electric Bicycle** in the future.
7. Ensure your supplier offers a **GENUINE WARRANTY** and will stand by that **WARRANTY** should you have issues **POST PURCHASE**.

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**Question:** What sets **The Electric Bicycle Co** apart from our competitors?

**Answer:** Simple – the **QUALITY** of our Electric Bicycles. Ever since our first import shipment 10 years ago we have listened intently to the requests of our customers. We build **ALL** our models to specific standards to suit the discerning Australian customer.

Yes we build them ourselves – not with our own hands – but under licence to 2 leading **Electric Bicycle** manufacturers in **Nanjing** and **Tianjin** in China.

We physically visit China on a monthly basis sourcing the **LATEST** and **BEST** components to use in the manufacturing process so as to continue to be at the cutting edge of **Electric Bicycle** technology in the world today.

We have company representatives **ON-SITE** at our manufactures at time of manufacture and thoroughly **CHECK** each and every bicycle during **ASSEMBLY** and **PRIOR TO PACKING** for shipment.

That is the difference – we build them ourselves to our specifications – we simply do not just accept whatever product that some Chinese supplier or trading company might dish up as many of our competitors do.

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Take the **TEBCO** challenge.

If you are considering purchasing an **Electric Bicycle** – visit any other supplier and ask for directions / phone number so you might contact **The Electric Bicycle Co** to check our products.

Invariably – their stock answer will be **“We do not know of them / We do not know their contact details”**.

Visit **The Electric Bicycle Co** and we will gladly point you to any of our competitors that you wish to visit.

We know that if you want to purchase the **BEST Electric Bicycles** on the market – you will return to purchase from **The Electric Bicycle Co**.

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