

ABSOLUTELY COURIERS

Case Study



Absolutely Couriers
eCargo Choice:
Urban Arrow E-Cargo XL



WEIGHT: 43 Kg

LOAD CAPACITY: 275 kg

RANGE: 20-80 miles

BATTERY: Bosch 400Wh/500Wh

MOTOR: Bosch Performance
Line 250W / Bosch Performance
CX 250W

Introduction to Absolutely Couriers

Absolutely Couriers is a traditional courier company based in central London founded in 1865. The company has three bases, one in Park Royal, one in Heathrow and one in Bloomsbury, Central London. The company uses lots of different vehicles for their deliveries, ranging from push bikes through to Tail Lift Lutons.

We talked to Doug Hutchinson, Head of Sameday at Absolutely Couriers to find out why eCargo bikes were a great addition to their fleet.

What was the attraction of eCargo Bikes for your business?

We were struggling to maintain a service level in London using 4-wheeled vehicles to deliver items. It was particularly challenging in Central London as we work very heavily with the Fashion industry, PR industry, and of course the more traditional banking and legal sector. Recruiting van drivers was becoming more difficult and once we got them out on the road they were getting delayed in traffic, receiving parking tickets and delayed trying to avoid road closures; something had to give. After a successful trial with pedal cargo bikes we saw their clear advantage.

The electric cargo bikes are an improvement to us because the guys can ride them all day. There is no drop off in performance because of tiredness. On pedal cargo bikes, riders become fatigued as the week goes on. The advantage for eCargo bikes is their geographic range; they can go all over London. With effective fleet management we can run our eCargo bikes 24/7 - to any area of London we like.

Why are eCargo bikes a better tool for you than Vans?

eCargo bikes are commercial vehicles, they need to measure up. For all of our fleet vehicles there is an initial outlay which is an expense. For a fleet van we also have to factor in ongoing budgets for Congestion Charge, fuel and other consumables, servicing, and potential charges from parking tickets and general running expenses. There is a growing problem as commercial insurance is becoming more and more expensive. eCargo bikes not pay the Congestion Charge or the ULEZ. Charging the batteries is virtually an insignificant expense - it costs very little to fully charge a battery - and there



The Fully Charged Guaranty Protection



GOVERNMENT BACKED
Backed by the Department
for Transport and the Energy
Saving Trust



40% OFF EACH ECARGO
Up to 40% off each eCargo
bike bought for business, to
a maximum of 5 bikes - or
£24,500!



INCLUDING BEST BRANDS
Choose from the
world's leading eCargo
manufacturers including
Urban Arrow, Riese & Muller
and more



OUR SERVICE PLAN
Benefit from Fully Charged's 5
star sales support and aftercare

are no parking tickets. For a rider the running costs of an eCargo bike balanced with potential earnings is a very powerful factor when considering joining Absolutely.

We are augmenting our fleet with a very strong backbone of eCargo bikes. As an example a small van can make approximately 12 deliveries in single day — an eCargo bike can do 30.

The carrying capacity of an XL eCargo bike is equal to a small van, this added efficiency is beneficial to our fleet, but also we can pass these benefits on to our customers. eCargo bikes cut through all traffic with ease. Parking is rarely a problem so no time is wasted from point of collection to point of delivery. Our customers value the speed and the environmental benefits of our e-cargo bike fleet — everyone is pleased to see their items delivered by an eCargo bike.

Why did you use the eCargo bike scheme?

The Energy Savings Trust's new eCargo bike grant scheme is a real game changer for our industry. It will allow us to increase our fleet of eCargo bikes and improve our Green credentials without having to shoulder the whole cost of the new bikes.

Why did you choose Fully Charged?

It was clear that Fully Charged have a great range of stock and that meant we had a wide range of manufacturers to choose from. The expertise of the guys who worked there was really important to us. We felt they were excited to be talking about a new product. It seemed a natural fit to be honest. We ran a number of tests rides which proved to be very helpful.

By working with Fully Charged we have a good service backup. If we have a bike that is off road, we can give it to Fully Charged and they turn it round as quick as they can. It's a relationship that works very well.

Get in touch with Fully Charged

You can call us at 0207 111 0977, or email at info@fullycharged.com. We are open from Monday - Thursday: 9am - 7pm, Friday: 9am - 6pm, Saturday: 10am - 4pm on 37 Bermondsey Street, London, SE1 3JW