



**BETTER  
BY BIKE**

A person is riding a blue bicycle, with the front wheel and handlebars visible. A semi-transparent blue banner is overlaid across the middle of the image, containing the text "IT'S CHEAPER, QUICKER & EASIER BY BIKE" in white, bold, sans-serif capital letters. The text is arranged in three lines: "IT'S CHEAPER," on the first line, "QUICKER &" on the second line, and "EASIER BY BIKE" on the third line.

**IT'S CHEAPER,  
QUICKER &  
EASIER BY BIKE**

# EXPLORE YOUR CITY ON TWO WHEELS!



**BETTER  
BY BIKE**

**EXPLORE YOUR NEW CITY ON YOUR  
OWN BIKE OR BORROW ONE FROM US!**

**Find out when and where at  
[betterbybike.info](http://betterbybike.info)**