CycleSwitch

PARTNER SHOP OVERVIEW

Founding partner pilot: 20 places only

Take the trade-in. Sell the new bike. Earn twice.

Riders value their bike on CycleSwitch and bring it to you to trade in against their next one. You keep the full margin on the new bike, then sell the trade-in to buyers across the UK through us.

HOW IT WORKS

1

Rider gets a value

They value their bike online and book in with you, or do it in your shop on their phone or your iPad.

2

You check the bike

You inspect it in store. If any parts need replacing, you adjust the value and it updates in the rider's account automatically.

3

They buy from you

The value becomes credit towards a bike from your shop.

4

We sell the trade-in

Listed on CycleSwitch while it stays on your floor. We take payment. Local buyers can visit you, so you can sell them more.

EXAMPLE TRADE-IN

ILLUSTRATIVE FIGURES

The bike will resell on CycleSwitch for	**£2,000**
You give the rider trade-in credit (65% of resale value)	**£1,300**
CycleSwitch commission when it sells (5% founding rate, first 12 months)	**£100**
We pay you	**£1,900**
Your margin on the trade-in	**£600**

Plus your normal margin on the new bike the rider buys. CycleSwitch takes nothing on that sale. Margin shown is before VAT and your workshop time.

Why 65%? We checked trade-in offers on leading bike and luxury-watch exchange platforms. In the examples we checked, sellers received 50% to 57% of the resale price. 65% gives your customer a stronger offer and still leaves you the margin above.

What it costs you

- **Nothing to join.** No listing or monthly fees.
- **Commission only when a bike sells.**
- **We are the seller on every sale,** so we handle payment, refunds and disputes.
- **You hold the bike** and pack it when it sells.
- **Ship with the courier of your choice.** In 2027 you will be able to ship through your CycleSwitch dealer portal.

FOUNDING OFFER

ONLY 20 PLACES

5% **commission, first 12 months only**

Standard 10% rate applies after that

Only 20 founding partner places are available. In return, founding partners are required to give us feedback during the 12 months.

A second way to sell: every trade-in is also offered to trade buyers. If one buys it, you receive what you paid plus 10% (£1,430 on the example bike).

Claim one of 20 founding places: cycleswitch.co.uk

Shops are joining now, ahead of public launch in early 2027.

Example figures are illustrative and not a guarantee of any sale price or margin. Actual trade-in values depend on the bike, its condition and your inspection. Terms are set out in the partner shop agreement. CycleSwitch trades through 16 New Street Trading Ltd.