

**Why let for a broken bike be the reason you're late for work?**

**In our 10 years of experience we have realised 90% of the most common bike breakdowns happen due to irregular servicing.**

Let me tell you a story about Steve,



Steve has a nice bike.

He doesn't service it.

One day Steve heard a clicking sound coming from his chain,

He should have got it checked, he didn't

Now he has to replace his chain.

But Steve ignored the noise,

"Yes", He thinks, "the bike is still moving forwards after all"...



A week later his chainring looks like this



This is what it's supposed to look like



See the difference?

He should have gotten his bike serviced, now he needs to replace two parts instead of one

Two weeks later his chain is starting to slip

Uh oh...



Oh no! Steve has had an accident!







## **The Kneebone is connected to the shinbone**

Cycling on damaged unserviced parts will have knock on effects on the rest of the bike.

Don't be like steve

Get your bike serviced

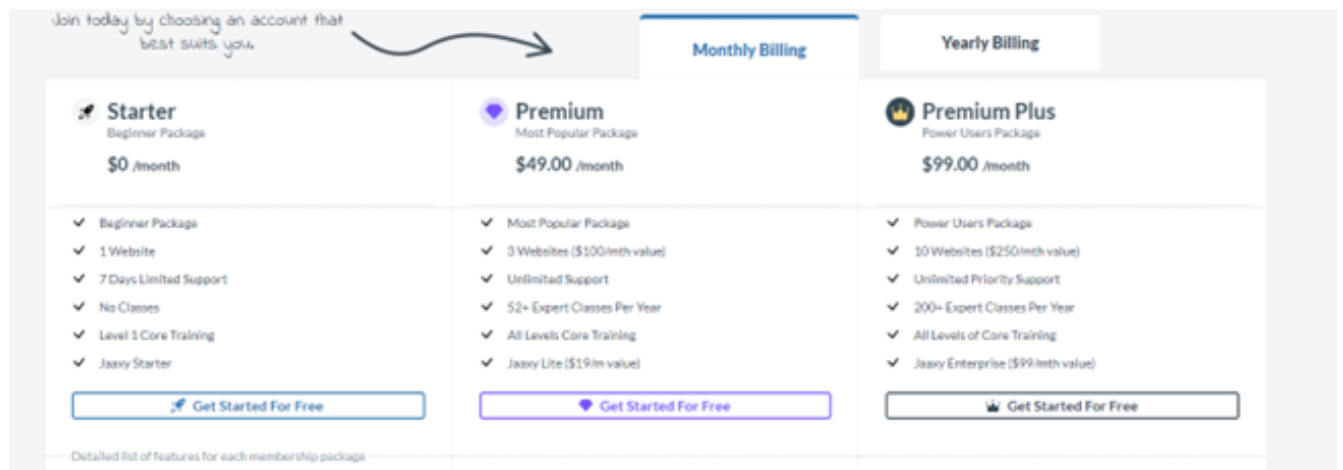
Look, we know you could probably try to do it yourself, but how long would it take?

Would it even work?

Why risk your bike when you can entrust it to our team of dedicated professionals.

Bring your beloved bike over to loftys for a regular service!

Note: Use something similar to this but with options for your bike service



I was thinking to send this as an email

## You're destroying your bike

Have you ever wondered why, after every winter when you bring your bike out for the spring, the tires are flat ?

Why the chain is rusted and dry?

We know how to stop your bike from rotting this winter

[Click here](#)

Then have a link lead them to the sales page