



// MODULAR DESIGN

The integrated lights can be replaced by one or two food boxes. This modular design makes the Union DELI also suitable for private use.

UNION® DELI

The 'next generation' food delivery e-bike

Because of the rapidly growing electric bicycle market and the emerging trend of food delivery companies changing their mode of transportation from gasoline vehicles to e-bikes, Union has decided to develop the Union DELI: an e-bike designed for food delivery companies.



// **HIGH PERFORMANCE** is guaranteed by the carefully selected e-bike specifications, such as an integrated battery with a large range, a powerful mid-motor and a simple and robust design.

// Clients are able to **CUSTOMISE** the e-bike proposition to their individual wishes, offered through a modular design and through modular leasing options.

// Clients are **UNBURDENED** with the quality mobile repair and maintenance service offered by FietsNed.

// **FINANCIAL RISK** is **MINIMALISED** through the full operational lease product provided by VWPFS.

// **'CONNECTED' E-BIKE SERVICE**

Convenience is ensured by the 'connected' e-bike service, which makes extra e-bike information and direct connection with repair services available to the client.

Julie Kuipéri
The 'next generation' food delivery e-bike - A product and service strategy for Union
12-10-2017
Strategic Product Design

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