Bike AA



The Bicycle Repair Man is an innovative service that recently appeared in Lisbon to assist those who cycle in the city and experience any kind of problem with their bicycles. Cyclists just call and ask for help from a professional who will cycle to their location on a specially equipped bike.

Why it matters

As people's behaviour adjusts to combat climate change, such as cycling instead of driving, will we see a range of new products and services form to fulfil new consumer needs that begin to emerge?

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