

FRIDAY 3 DECEMBER, 2021

AREVO BY RACV LAUNCHES PARTNERSHIP WITH AUSCYCLING

arevo by RACV has joined forces with AusCycling, furthering the commitment of both organisations to Victoria's growing bike-riding community.

RACV General Manager arevo Mobility Elizabeth Kim said the new partnership will provide reciprocal offers, content and benefits for members of both arevo and AusCycling, at a time when bike-riding is on the rise across the state.

"This partnership with AusCycling is an exciting development that will encourage even more Victorians to make bike riding part of their weekly routine," Ms Kim said.

AusCycling is Australia's largest biking membership organisation, with over 52,000 members across all riding disciplines, including professional, club, commuter and recreational riders.

The partnership will mean members of AusCycling and registered arevo users will be able to access reciprocal products and services that will increase bike rider confidence.

For example, bike riders will now be able to sign up for an AusCycling Lifestyle Membership, plus the RACV Bike Assist service, which includes 8 emergency call outs a year, for just \$99. AusCycling's Lifestyle Membership also includes its bike riding insurance.

AusCycling Executive General Manager - Commercial, Clubs & Community, Agostino Giramondo, said the partnership would prove to be a big win for members.

"Our new members will take confidence from having the peace of mind of insurance and Bike Assist. We love the Bike Assist product as it ensures bike riders are not left stuck on the side of the road if they have a problem with their bike, or if they can't ride home for any reason," Mr Giramondo said.

A key principle behind the partnership is to retain those who have picked up bike riding during the COVID-19 pandemic and to attract more people to take advantage of the growing biking infrastructure in Victoria.

A 2021 study from We Ride Australia showed that while cycling in Melbourne's CBD dropped off in the year due to working from home arrangements, bike use outside the city doubled compared to pre-pandemic numbers.

"The We Ride research tells us that the largest, and growing, cohort of bike riders in Victoria are those who are interested in biking more but are also cautious," Ms Kim said.

"These riders are not the very experienced road cyclists, rather they are the recreational riders.

"By partnering with AusCycling we are able to provide these members with products, services and biking information that meets their needs, increasing their confidence."

The news follows [RACV arevo's partnership with BikeExchange](#) in November.

For more information about the partnership download the arevo app from the apple or google play store.

For more information on AusCycling, see <https://www.auscycling.org.au/>

-ENDS-

For RACV media enquiries, please contact: media@racv.com.au, 0417 041 398