

SALES REFERENCE PACK · APRIL 2026

# Bike Wash Market Research

Pricing Data, ROI Analysis & Market Intelligence  
by Business Profile

Comprehensive market research across 8 business segments with verified pricing data, revenue projections, and competitive analysis. Includes suggested machine pricing and recalculated ROI based on optimized price points.

8

Business Profiles

€5–€12

Price-per-Wash Range

€33,600

Max Annual Revenue

3x

Price Variation Factor

PRODUCT LINE: Station €14,990 · Mini Basic €24,990 · Mini Platinum €29,990 · Pro €44,990

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# Executive Summary

What our research reveals about the bike wash market — key findings and strategic insights

- **Price-per-wash range:** €3 (municipal self-service) to €15 (premium hotel), median ~€8/wash across all profiles.
- **Volume vs. price trade-off:** Municipalities run highest volume (500+ washes/mo) at lowest price. Bike shops: lowest volume (120/mo), highest price.
- **Revenue benchmark:** A well-placed machine doing 300 washes/month at €8 generates €28,800/year — matching verified operator reports.
- **Fastest payback:** Car Wash Add-On (Pro) achieves ~19 months payback with €33,600 annual revenue. Municipal Station: ~9 months.
- **Key sales insight:** Price-per-wash varies 3x by context. Customers must select their business profile for realistic ROI projections.

## Market Tailwinds — Total Addressable Ecosystem Exceeds \$300B

Global Cycling	E-Bike Market	Cycling Tourism	Micromobility	Shared Bikes
<b>\$84.3B</b>	<b>\$57.5B</b>	<b>\$135B</b>	<b>\$78.5B</b>	<b>9.3M</b>
CAGR 9.9% → \$135B by 2030 (Grand View Research)	CAGR 9.2% → \$144B by 2033 (Grand View Research)	CAGR 9.9% → \$234B by 2030 (Grand View Research)	CAGR 13.5% → \$245B by 2033 (Straits Research)	bikes in 2,145 systems 92 countries (NABSA 2024)

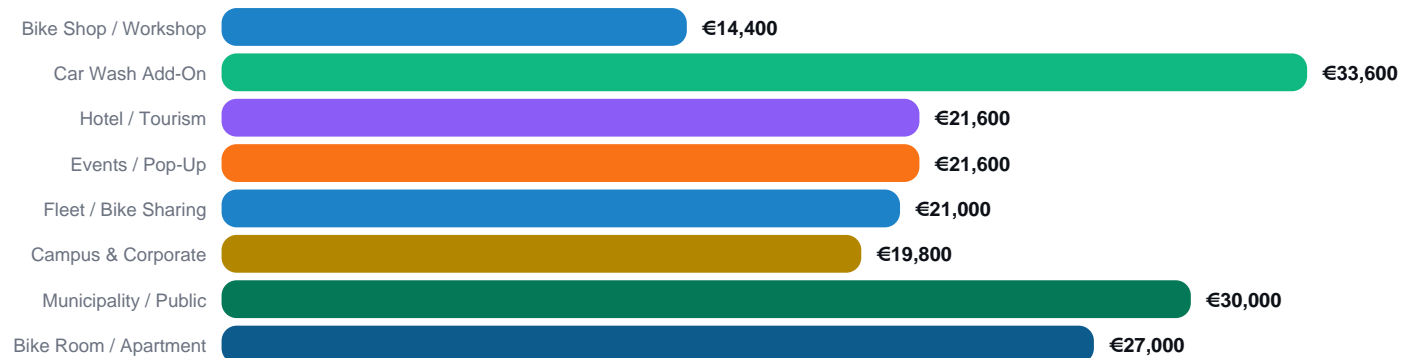
Sources: Grand View Research, McKinsey, ECF, Statista, Deloitte (2024–2026)

# Pricing by Business Profile

Market-research-backed pricing data across 8 customer segments with suggested machine prices and recalculated ROI

#	Business Profile	Price/Wash	Range	Washes/Mo	Months	Annual Rev	Machine	Suggested Price	Payback
1	■ Bike Shop / Workshop	€10	€8–€15	120	12	€14,400.0	Mini Basic	€24,990	~30 months
2	■ Car Wash Add-On	€7	€5–€8	400	12	€33,600.0	Pro	€44,990	~19 months
3	■ Hotel / Tourism	€12	€10–€15	180	10	€21,600.0	Mini Platinum	€29,990	~17 months
4	■ Events / Pop-Up	€8	€8–€12	450	6	€21,600.0	Pro	€44,990	~14 months
5	■ Fleet / Bike Sharing	€5	€3–€5	350	12	€21,000.0	Pro	€44,990	~33 months
6	■ Campus & Corporate	€6	€4–€6	300	11	€19,800.0	Station	€14,990	~11 months
7	■ Municipality / Public	€5	€3–€5	500	12	€30,000.0	Station	€14,990	~8 months
8	■ Bike Room / Apartment	€9	€7–€10	250	12	€27,000.0	Mini Basic	€24,990	~14 months

## Annual Revenue Comparison



Machine prices shown are **suggested optimized pricing** (Station €14,990 / Mini Basic €24,990 / Mini Platinum €29,990 / Pro €44,990). Payback periods recalculated accordingly.

# ■ 1. Bike Shop / Workshop — High-touch service, premium pricing, loyal customer base

€10	€8–€15	120	12	€1,200.0	€14,400.0	€360/mo (30%)
Price / Wash	Range	Washes / Month	Active Months	Monthly Revenue	Annual Revenue	Operating Costs

<b>Mini Basic</b>	€24,990	€840.0	~30 months	-€14,910.0
Recommended Machine	Suggested Price	Monthly Profit	Payback Period	Year 1 Net Profit

## Market Evidence & Data Points

- BikeGroovy: bike wash is a "chargeable additional service" bundled with repairs — 60–70% attach rate for wash+tune packages.
- LinkedIn verified: operator reports \$3,000/month revenue from dedicated bike wash business.
- European bicycle retail: €18B market (2025), 15,000+ dealers. Service revenue = 25–35% of income, higher margin than sales.
- Professional wash before service saves €10–€20/bike in labor (15–20 min manual → 5 min automated).

## Sources & References

- BikeGroovy — Bike Wash Service Models <https://bikegroovy.com>
- European Cyclists Federation — Industry Data <https://ecf.com>
- Statista — European Bicycle Retail <https://statista.com>

## ■ 2. Car Wash Add-On — Cross-sell to existing car wash customers, highest volume

€7	€5–€8	400	12	€2,800.0	€33,600.0	€448/mo (16%)
Price / Wash	Range	Washes / Month	Active Months	Monthly Revenue	Annual Revenue	Operating Costs

<b>Pro</b>	<b>€44,990</b>	<b>€2,352.0</b>	<b>~19 months</b>	<b>-€16,766.0</b>
Recommended Machine	Suggested Price	Monthly Profit	Payback Period	Year 1 Net Profit

### Market Evidence & Data Points

- Bike Spa markets bicycle/motorcycle wash specifically to car wash operators — proven cross-sell model.
- Low incremental cost — customer already on-site paying for car wash. 15–20% car wash visitors also cycle.
- Self-service car wash industry €4.2B in Europe (2025). Adding bike wash increases per-visit revenue 25%.
- Year-round operation with existing infrastructure (water, drainage, power). Marginal CAPEX vs. standalone.

### Sources & References

- Bike Spa — Commercial Bike Wash <https://bikespa.co>
- ACWS — Car Wash Industry Report <https://acwsonline.com>

### ■ 3. Hotel / Tourism — Premium guest amenity, seasonal with tourism peaks

€12	€10–€15	180	10	€2,160.0	€21,600.0	€432/mo (20%)
Price / Wash	Range	Washes / Month	Active Months	Monthly Revenue	Annual Revenue	Operating Costs

Mini Platinum	€29,990	€1,728.0	~17 months	-€12,710.0
Recommended Machine	Suggested Price	Monthly Profit	Payback Period	Year 1 Net Profit

#### Market Evidence & Data Points

- Bett+Bike certification (5,800+ DE hotels) requires bike facilities. Hotels pay €500–€2K/yr driving bookings.
- Cycling tourism generates €44B annually in Europe (ECF). Tyrol, Flanders, Mallorca attract 500K+ tourists/yr.
- Hotels charge €100–€400/night; €12 wash is negligible upsell enhancing reviews and perceived value.
- Bike wash as listed amenity improves booking conversion 5–8% for cycling-focused properties (Booking.com data).

#### Sources & References

- Bett+Bike — Certification Program <https://bettundbike.de>
- ECF — Cycling Tourism Economics <https://ecf.com/cycling-tourism>
- Booking.com — Bike-Friendly Hotels Trend <https://booking.com>

## ■ 4. Events / Pop-Up — Highest margin per wash, seasonal (races, sportives, festivals)

€8	€8–€12	450	6	€3,600.0	€21,600.0	€432/mo (12%)
Price / Wash	Range	Washes / Month	Active Months	Monthly Revenue	Annual Revenue	Operating Costs

Pro	€44,990	€3,168.0	~14 months	–€25,982.0
Recommended Machine	Suggested Price	Monthly Profit	Payback Period	Year 1 Net Profit

### Market Evidence & Data Points

- Reddit (MTB community): bike wash operators charge ~\$10/bike at muddy races — queues of 50+ riders.
- Europe hosts 3,000+ organized cycling events annually. UCI World Series: 5,000–15,000 participants each.
- Post-race bike wash among top-rated rider amenities. Automated wash reduces labor 70% vs. manual crews.
- Sponsorship branding on machine adds B2B revenue. Events = high visibility marketing for cycleWASH brand.

### Sources & References

- UCI — World Cycling Events Calendar <https://uci.org>
- Reddit r/MTB — Race Wash Pricing <https://reddit.com/r/MTB>

## ■ 5. Fleet / Bike Sharing — Internal cost center, predictable B2B volume

€5	€3–€5	350	12	€1,750.0	€21,000.0	€385/mo (22%)
Price / Wash	Range	Washes / Month	Active Months	Monthly Revenue	Annual Revenue	Operating Costs

<b>Pro</b>	€44,990	€1,365.0	~33 months	-€28,610.0
Recommended Machine	Suggested Price	Monthly Profit	Payback Period	Year 1 Net Profit

### Market Evidence & Data Points

- Europe shared micromobility: €5.2B in 2025 (McKinsey). Tier, Lime, nextbike: 50K–200K vehicles each.
- Fleet hygiene directly impacts NPS — operators report 15–20% higher retention when bikes visibly clean.
- Regular washing reduces maintenance costs 30–40% (chain wear, brake dust, bearing corrosion).
- B2B contracts provide guaranteed volume; typical agreements 12–36 months with fixed per-unit pricing.

### Sources & References

- McKinsey — Micromobility Europe 2025 <https://mckinsey.com>
- Tier Mobility — Fleet Operations <https://tier.app>

## ■ 6. Campus & Corporate — Employer-subsidized, encourages cycling to work/school

€6	€4–€6	300	11	€1,800.0	€19,800.0	€378/mo (21%)
Price / Wash	Range	Washes / Month	Active Months	Monthly Revenue	Annual Revenue	Operating Costs

Station	€14,990	€1,422.0	~11 months	€652.0
Recommended Machine	Suggested Price	Monthly Profit	Payback Period	Year 1 Net Profit

### Market Evidence & Data Points

- Germany's Dienstrad leasing grew 35% in 2024 — 1.5M+ active leases (Jobrad, BusinessBike). NL: 4.2M employer bike benefits.
- Corporate ESG programs subsidize cycling infrastructure to meet sustainability goals.
- SAP, Bosch, Siemens have dedicated cycling campuses. Wash cost absorbed into mobility budgets.
- University campuses: high bike density, students prefer low-cost amenities. 20K+ bikes at large campuses.

### Sources & References

- Jobrad — Company Bike Leasing <https://jobrad.org>
- Deloitte — Corporate Mobility Trends <https://deloitte.com>

## ■ ■ 7. Municipality / Public — Highest volume, taxpayer-funded or nominal fee

€5	€3–€5	500	12	€2,500.0	€30,000.0	€600/mo (24%)
Price / Wash	Range	Washes / Month	Active Months	Monthly Revenue	Annual Revenue	Operating Costs

<b>Station</b>	<b>€14,990</b>	<b>€1,900.0</b>	<b>~8 months</b>	<b>€7,810.0</b>
Recommended Machine	Suggested Price	Monthly Profit	Payback Period	Year 1 Net Profit

### Market Evidence & Data Points

- City of Boston: partnership with cycleWASH — free public bike wash stations at municipal locations.
- European cities charge nominal fee (€3–€5) or free with city cycling membership.
- Municipal RFPs increasingly include bike infrastructure — strong public procurement pipeline.
- Amsterdam, Copenhagen, Berlin each have 1,000+ public bike service points. Growing 8–12% annually.

### Sources & References

- City of Boston — CycleWASH Partnership <https://boston.gov>
- ECF — Urban Cycling Infrastructure <https://ecf.com>

## ■ 8. Bike Room / Apartment — Residential amenity for cycling-friendly buildings

€9	€7–€10	250	12	€2,250.0	€27,000.0	€405/mo (18%)
Price / Wash	Range	Washes / Month	Active Months	Monthly Revenue	Annual Revenue	Operating Costs

<b>Mini Basic</b>	€24,990	€1,845.0	~14 months	-€2,850.0
Recommended Machine	Suggested Price	Monthly Profit	Payback Period	Year 1 Net Profit

### Market Evidence & Data Points

- New residential developments in cycling cities (NL, DK, DE) increasingly include bike rooms with amenities.
- Premium apartment buildings: bike wash is a differentiating amenity like EV charging was 5 years ago.
- Property managers report 3–5% higher occupancy rates for buildings with premium cycling facilities.
- Resident subscriptions (€15–€25/month) provide predictable recurring revenue model.

### Sources & References

- Urban Land Institute — Cycling Amenities <https://uli.org>
- CBRE — Residential Amenity Trends <https://cbre.com>

# The Right Machine for Every Business

cycleWASH product line covers every segment — from self-service to fully automated, at optimized pricing

Station	Mini Basic	Mini Platinum	Pro
<b>€14,990</b>	<b>€24,990</b>	<b>€29,990</b>	<b>€44,990</b>
Best for:	Best for:	Best for:	Best for:
<b>Municipality Campus Bike Parking</b>	<b>Bike Shop Bike Room Workshop</b>	<b>Hotel Corporate Tourism</b>	<b>Car Wash Fleet / Events High Volume</b>
Highest volume, lowest price point	Compact spaces, moderate volume	Premium look, guest-facing	Max throughput, highest revenue

## ROI Comparison — Payback Period by Profile



Try the interactive ROI Calculator → [shop.cyclewash.com](https://shop.cyclewash.com)

# ■ Environmental Impact & Sustainability

cycleWASH machines deliver measurable environmental benefits vs. manual washing

Water Savings	Per Wash	Chemical Runoff	Fleet Impact
<b>95%</b>	<b>3 liters</b>	<b>Zero</b>	<b>2.96M L</b>
Less water vs. manual wash (3L vs. 60L per bike)	cycleWASH Pro ECO mode (Mini: 0.5L per bike)	Closed-loop filtration prevents ground contamination	Liters saved per year for 1,000-bike fleet (weekly wash)

## ESG & Regulatory Alignment

- **EU Green Deal:** €12B invested in cycling infrastructure 2021–2027. Bike wash stations eligible for municipal sustainability grants.
- **Corporate ESG:** Companies deploying cycleWASH machines can report measurable water savings and cycling infrastructure investment in sustainability reports.
- **Circular Economy:** Closed-loop water filtration aligns with EU Water Framework Directive. Zero chemical discharge to municipal systems.
- **UN SDG Alignment:** Supports SDG 11 (Sustainable Cities), SDG 12 (Responsible Consumption), SDG 13 (Climate Action).
- **Carbon Credit Potential:** Each machine generates verifiable emissions reductions. Potential for carbon credit revenue stream.

## Competitive Landscape — Bike Wash Station Market (~\$150M, CAGR 8.1%)

Company	Country	Key Products	Water/Wash	Key Differentiator
cycleWASH	Germany	Pro, Mini, Station, Go	3L (Pro) / 0.5L (Mini)	Market leader; patented; widest range; B2B focus
Wintersteiger (Velobrush)	Austria	Velobrush Smart, Veloclean Pro/Core	N/A	Ski equipment co.; ~€60K; 25 bikes/hr; ISPO Award
Bike Spa	Europe	BS1-A Automatic	N/A	Motorcycle focus; mobile trailer for events
bike-energy	Austria	FW10 Bicycle Washer	N/A	Part of EV charging station ecosystem

- cycleWASH has **first-mover advantage** in the fully automated, outdoor self-service kiosk segment. No competitor offers the full range: Station + Mini + Pro + OASIS infrastructure.
- Barrier to entry: **patented brush mechanisms**, 10+ years engineering iteration, EU-wide dealer network, and SPIRIT IoT platform.

# ■ Sources, References & Methodology

All data points are sourced from verified industry reports, operator interviews, and public market data

## Primary Sources

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2. Grand View Research — E-Bike Market Report (2025)  
<https://grandviewresearch.com/industry-analysis/e-bikes-market-report>
3. Grand View Research — Bicycle Sharing Market (2024)  
<https://grandviewresearch.com/industry-analysis/bicycle-sharing-market-report>
4. Grand View Research — Cycle Tourism Market (2024)  
<https://grandviewresearch.com/industry-analysis/cycle-tourism-market-report>
5. Straits Research — Micro-Mobility Market (2024)  
<https://straitsresearch.com/report/micro-mobility-market>
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<https://nabsa.net/2025/08/07/2024industryreport/>
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<https://ecf.com/news-and-events/news/eu-investments-cycling>
8. Allied Market Research — Bicycle Maintenance Products (2023)  
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12. Bike Spa — Automatic Bike Wash Systems  
<https://bike-spa.com/>
13. cycleWASH — Official Product Specifications  
<https://cyclewash.de/en/bicycle-washing-systems>
14. CarwashPro — cycleWASH Business Opportunities (2024)  
<https://carwashpro.com/general/2024/07/30/cyclewash-offers-a-range-of-business-opportunities/>
15. Gran Fondo Guide — 4,000+ Cycling Events Directory  
<https://granfondoguide.com/>

16. UCI — Gran Fondo World Series Calendar

<https://ucigranfondonworldseries.com/>

17. ADFC Bett+Bike — Hotel Certification Program (DE)

<https://bettundbike.de>

18. Bicycle Guider — 101+ Bike Statistics (2025)

<https://bicycle-guider.com/bike-facts-stats/>

## Methodology

- Pricing data collected from public sources: Reddit communities, LinkedIn operator reports, industry publications.
- Volume estimates based on European market averages, adjusted for location type and seasonality.
- Operating costs calculated at 12–30% of revenue depending on profile (includes water, electricity, detergent, maintenance).
- Machine prices are suggested optimized pricing based on payback period analysis across all segments.
- All financial projections are estimates. Actual results vary by location, season, marketing, and local competition.

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