

Product life extension by custom work companies: the case of ex-lease bikes

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Circular collaboration between E-bis and custom work company Ecoso

What happens to ex-lease bikes that are still in excellent condition? E-bis and custom work company Ecoso are joining forces. Thanks to their circular collaboration more than 2000 ex-lease bikes have already got a second life. In this article you'll read how they make high-quality bicycles affordable and at the same time contribute to sustainability and social employment.

Product life extension: a second life for lease bikes

Lease bikes more and more popular

More and more employees can take advantage of an initiative of their employer to lease a bicycle for commuting. Employees more often choose a bike from the upper segment like an electric (cargo) bike, high-speed electric bicycle (speedpedelec) or sport bike.
A lease period usually lasts three years and includes regular maintenance, so that the bicycle stays

in good condition. At the end of the lease the employee can choose to take the bike at the resale value or not. Often he doesn't do that, because he chooses a new lease bike. Until recently, leasing companies had no real solution for these old bikes. Fifty percent of the lease bikes that E-bis purchases are, by the way, less than three years old. This happens for example because employees change jobs.

Circular solution for ex-lease bikes

That's where E-bis enters the picture. They meet the needs of the leasing company by taking over the ex-lease bikes. Employees of the custom work company Ecoso then subject the bicycles to a thorough inspection in which dozens of aspects are tested. When needed, the bicycles are repaired and damaged or worn parts are replaced and adjusted. Everything is recorded in a bike pass. Consequently E-bis can give a year's warranty on the bikes they resell.

E-bis bicycles can be bought, but are also reused in a new leasing arrangement. In that way high-quality bicycles are accessible to employees with a more limited budget and private individuals looking for a high-quality bike at an attractive price.

From the time the programme was launched in 2020 to January 2025, E-bis has sold over 2000 bicycles. No fewer than 99 different brands have been reconditioned, which demonstrates an invaluable wealth of knowledge about these bicycles. The customers consist of nearly 90% private individuals and 10% companies.

In the circular story this is a fine example of life extension of a valuable product like a(n) (electric) bicycle. In addition, for the custom work employees it offers a varied job in which they find great satisfaction and can clearly see the result and impact of their work.

The future of E-bis

In 2025, E-bis started selling via a web shop. To offer repairs and maintenance outside Mechelen too, they are starting a service network of over 10 service points in Flanders. These service points are other custom work companies with a bicycle workshop.



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Product life extension: keys to success for reuse of lease bikes

What makes this model so successful?

- **Recognition of circular potential**
  Recognition of the circular potential of high-quality bicycles, for which no solution existed at the end of leasing, was the basis for this circular business model.
- **Offering a warranty and quality**
  Offering high-quality bicycles at an attractive price and with a year's warranty can convince many potential customers to choose a used bike.
- **Using and sharing knowledge**
  Use of the knowledge and skills of the bicycle workshop of the custom work company Ecoso was important in being able to offer sufficient volume and quality.
- **Presentation of a convincing story**
  E-bis focused on an attractive shop and strong communication to position the ex-lease bikes positively on the market and so achieve adequate visibility.
- **Clear role division in the circular collaboration**
  E-bis focuses both on customers who want to buy a reliable bike with a warranty and on meeting the needs of leasing companies looking for a solution for their ex-lease bikes. A diverse partnership is often crucial in successful circular models.

How life extension makes your product circular

Gathering information or inspiration on how to deal with the complexity of product life extension in custom work companies?

You can do it on the Sirris ReX platform!

Have you 'seen the circular light' yourself, but are you still facing a few obstacles? Are you curious what added value custom work companies can have in your product's lifecycle?

Then contact us!

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