



RIDE DUTCHLY

A Kick-off Kit
For New Cyclists
In the Netherlands

Let Foreign Cyclists Feel Embedded in the Dutch Cycling Culture.

"Ride Dutchly" is a training kit for newcomers in the Netherlands to get used to the Dutch cycling culture.

Living in Holland, bike is your foot. No matter where or when, people cycle all the time. Cycling is so 'normal' for most of Dutch people that they even don't aware what are the culture or roles of riding bike. In this way, 'Ride a bike appropriately in Holland' becomes a tough task for lots of foreign cyclists cause nobody could really teach them these roles and common senses within the Dutch cycling culture.

Aiming on this concern of foreign cyclists, Ride Dutchly provides a basic but critical guide of Dutch cycling culture. At the same time, Ride Dutchly turns new cyclists into active and confidence cycling learners. In this way, foreign cyclists can feel more embedded during their learning journey and gradually become a new Dutch cyclist.



RIDE DUTCHLY TIRES PAINT

I'm New Cyclist, I'm Green.

The color of green is usually used to represent the new beginner. With the Tires Paint, the green tire will become a symbol of new cyclist in the Netherlands. Everyone can recognise who is a newcomer with the color.

Show Your Progress

While cycling, the green coating will gradually wears off. In this way, the different greenishes also imply the cyclist is a newbie or a senior biker.

From Special to Normal

After ten weeks training, the full-green tires will turn back into the normal black tires. At the same time, the new cyclist has also become one of the skillful Dutch cyclists on the streets.



RIDE DUTCHLY SPOKECARDS

Please Be Nice!

Just like the 'new driver' sticker for people who just get their driving licence, the new cyclist sign aims to make other cyclist more friendly and kind to these newcomers.

One Week, One Goal

From week 1 to week 10, there are different quests on each sign sheet for new cyclists to learn the various cycling culture in the Netherlands.

Show Your Achievements

After finishing one weekly goal, new cyclist can put the sign as a spoke card on their wheel. In this way, the spoke cards also represent their efforts and achievements on cycling.

