

## **Synergy ramps up targets in 2019 bike donation station campaign**

Synergy Automotive is gearing up to smash ambitious targets in its continuing community role as a Yorkshire Bank Bike Libraries donation station.

During the first quarter of 2019, the Yorkshire based vehicle leasing, contract hire and rental provider, Synergy, is aiming to collect 150 unwanted or unused bikes for children and their families, who otherwise wouldn't have access, to a borrow and ride a bike for free.

The multi-award winning business is the 61st donation station in the Yorkshire Bank Bike Libraries programme, a unique scheme led by Welcome to Yorkshire as a legacy of the Tour de France and Tour de Yorkshire, designed to make cycling more accessible for people of all ages, backgrounds and abilities.

Synergy welcomes adult and children's bikes at its Harrogate headquarters at Hornbeam Park and can also collect cycles from businesses and individuals in North Yorkshire towns including Harrogate, Skipton, Ripon, Ilkley and Boroughbridge, who are unable to drop them off.

A champion of giving back to its local communities, Synergy's bike donation drive follows a highly successful campaign in 2018 which saw companies and the local community deliver almost 100 bicycles to its offices.

**Sir Gary Verity DL, Chief Executive of Welcome to Yorkshire, commented:** "Our Bike Libraries programme helps to turn dreams into a reality by providing opportunities to borrow and ride bikes for free, so I'm delighted to see Synergy continuing its ambitious campaign - they're going from strength to strength and becoming an invaluable resource to the local community. I hope the people of North Yorkshire continue to make the most of their facilities and donate their bikes!"

**Synergy MD, Paul Parkinson, said:** "We were so delighted with the fantastic response to our initial campaign that we've set higher targets to help make a difference to even more children and their families. We've also doubled the size of our office space to accommodate our growth plan, giving us extra storage facilities for all the donated bicycles!"

Synergy welcomes bikes, including those in need of repair, from 7.00am - 9.00pm on weekdays starting Monday, January 7 to Friday, March 1 at 12A Hornbeam Park Oval,

Hornbeam Park, Harrogate. For more information visit

<https://www.synergyautomotive.co.uk/blog/we-wheelie-want-your-bikes/> or call 01423 228280.

For further information about Yorkshire Bank Bike Libraries, please visit:  
[www.bikelibraries.co.uk](http://www.bikelibraries.co.uk)

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Image: Setting the wheels in motion: Synergy welcomes bike donations

Notes to editors:

### **About Synergy Automotive**

- Paul Parkinson established Synergy Automotive in 2006 – bringing more than three decades of automotive and board-level experience to online vehicle leasing and contract hire.
- Synergy Automotive is an automotive and finance credit broker, offering vehicle leasing and contract hire to both business and personal clients. The business has grown significantly and is now one of the leading vehicle leasing brokers in the UK, with a focus on a personalised service for every client.
- The 45-strong business scooped the Overall Broker of the Year and retained its titles of Best Medium Leasing Broker Award and Best Medium Leasing Broker Customer Service Award in Leasing Broker Federation's Awards 2018
- MD Paul Parkinson was named Company Leader of up to 100 employees in the inaugural Yorkshire Leadership awards for demonstrating the qualities of modern leadership
- Across a period spanning October 2015 to the present day, the business has sustained a 'world class' Net Promoter Score ® (NPS) of 94 a score which is acknowledged as exceptional within and outside of its sector
- Feefo, the world's most trusted ratings and reviews platform, has awarded Synergy the Gold Trusted Service Award for the fourth consecutive year (2015-2018) , based on its 5 Star Customer rating
- Paul Parkinson is a member of the BVRLA National Leasing Broker Committee, the trade body for the vehicle rental and leasing sector.
- Visit <http://www.synergyautomotive.co.uk/> for more information.