

Pedalgrove, Velothane, Spokesmith and Rimwarden: who wins UK e-bike subscriptions, and what would change it

Read on 21 November 2025. Public record only. No LinkedIn profile was opened. Legend: ✓ cited to a source read that day and linked; ● inferred from the record, or from a snippet that could not be opened; ? not found after looking. Sources: 55 footnotes across 6 lanes. Sample read: the companies are samples and the figures are illustrative; links point at example.org; the method, the sources and the marks are as shipped.

1. The answer in one paragraph

Pedalgrove is second of four by fleet size and first by city coverage: about 11,000 bikes against Velothane's about 18,000, in 14 cities against Velothane's 6, ● on the fleet figures because no operator publishes a count and these are the trade-press estimates squared with the bike asset lines in each company's accounts ^{s4-1s1-1s1-4}, and ✓ on the city counts, which both operators list on their own sites ^{s2-3s2-5}. Its moat is the repair network, not the bikes: the only intangible asset it has ever booked is "service partner agreements", carried at GBP 1.4m in the FY2024 accounts, and the FY2023 accounts carried no intangible at all ✓ ^{s1-1s1-3}. The leader, Velothane, is bigger on fleet and GBP 10 a month cheaper ✓ ^{s2-1s2-4}, but it is hiring for a repair capability it does not yet have: 14 of its 30 open roles are repair technicians or repair operations leads, every one posted since September 2025 ✓ ^{s6-1s6-2s6-3}. Spokesmith owns its repair but runs 3 cities at GBP 79 a month, which caps how far it can grow on the current price ✓ ^{s2-7}. Rimwarden is the cheapest and the smallest and says nothing about repair ? not on its pricing page, its terms page or its careers page ^{s2-8s2-11s6-9}. The ranking changes on two things. The first is whether Velothane's repair hiring lands before its next raise, which would remove the one thing Pedalgrove does that Velothane does not ●, because the ads, a new subsidiary and a new repair hostname all point the same way but none of the three shows a shop open ^{s6-1s1-10s5-2}. The second is whether the city grant scheme that favours operators with in-house repair is renewed in April 2026 on its current terms, which would favour Spokesmith and count against Pedalgrove's partner model ●, because the live guidance scores in-house repair and the renewal consultation has not published its new criteria ^{s4-2s4-4}.

2. Market map

Fleet sizes are the unit the market talks in, and none of the four publishes one, so every size below is ● with its basis stated. The trade-press round-up of 6 October 2025 gives the estimates, and the bike lines on each balance sheet are used as a check: at a cost of roughly GBP 500 to GBP 600 a bike, the carrying values fit the estimates to within a fifth ●, a check that rests on the round-up and the four sets of accounts ^{s4-1s1-1s1-4s1-7s1-8}.

Operator	Size (unit stated)	Markets	Price	Model	Mark
Velothane	about 18,000 bikes 🟡, trade-press estimate squared with GBP 9.6m of bikes at cost on the FY2024 balance sheet ^{s4-1s1-4}	6 UK cities ✓ ^{s2-5}	GBP 59 a month ✓ ^{s2-4}	Contracted repair through service partners, now hiring in-house ✓ ^{s2-6s6-2}	✓ markets, price, model ^{s2-5s2-4s2-6} , 🟡 size ^{s4-1s1-4}
Pedalgrove	about 11,000 bikes 🟡, trade-press estimate squared with GBP 6.1m of bikes at cost on the FY2024 balance sheet ^{s4-1s1-1}	14 UK cities ✓ ^{s2-3}	GBP 69 a month ✓ ^{s2-1}	Partner repair network, 120 independent shops ✓ ^{s2-2}	✓ markets, price, model ^{s2-3s2-1s2-2} , 🟡 size ^{s4-1s1-1}
Spokesmith	about 4,000 bikes 🟡, trade-press estimate; the FY2024 accounts are micro-entity and show one fixed-asset line of GBP 2.3m ^{s4-1s1-7}	3 UK cities ✓ ^{s2-7}	GBP 79 a month ✓ ^{s2-7}	In-house repair, own workshops ✓ ^{s2-7s3-5}	✓ markets, price, model ^{s2-7s3-5} , 🟡 size ^{s4-1s1-7}
Rimwarden	about 2,500 bikes 🟡, trade-press estimate; the first accounts are micro-entity with GBP 1.2m of fixed assets ^{s4-1s1-8}	2 UK cities ✓ ^{s2-8}	GBP 49 a month ✓ ^{s2-8}	Not stated ? not on the pricing page, the terms page or the careers page ^{s2-8s2-11s6-9}	✓ markets, price ^{s2-8} , 🟡 size ^{s4-1s1-8} , ? model

Price and coverage pull in opposite directions across the four. Rimwarden at GBP 49 and Velothane at GBP 59 sit below Pedalgrove at GBP 69 and Spokesmith at GBP 79, and the two cheaper operators are also the two with the fewest cities per bike ✓ ^{s2-8s2-4s2-1s2-7}. On the fleet estimates, Velothane runs about 3,000 bikes a city and Pedalgrove about 800, so Pedalgrove's price premium buys breadth and Velothane's discount buys density 🟡, a ratio of two estimates and two city counts rather than a published figure ^{s4-1s2-5s2-3}. Which of the two the subscriber values more is not in the record; the source that would carry it is a churn figure by city, which none of the four publishes ? not in the accounts, the pricing pages or the press read.

Three things the map does not show. Subscriber counts are not public for any of the four; the source that would carry them is the strategic report in each company's next full accounts, or a funding release ? not in the FY2024 accounts, the pricing pages or the press releases read ^{s1-1s1-4s1-7s1-8}. Revenue is not public for Pedalgrove, Spokesmith or Rimwarden, which file small-company or micro-entity accounts without a profit and loss account ✓ ^{s1-1s1-7s1-8}. Velothane's FY2024 accounts are full accounts and show turnover of GBP 11.9m and an operating loss of GBP 4.2m ✓ ^{s1-4}.

The industry body's July 2025 census puts the UK subscription fleet at about 38,000 bikes across all operators, which makes the four above about 93 per cent of the market 🟡, because the census counts operators the round-up does not and the two sources use different cut-off dates ^{s4-9s4-1}.

3. The moat, as the record shows it

None of the four has made an acquisition, so there is no purchase price allocation to read  ^{st-2 s1-4 s1-7 s1-8}. The nearest thing is what each company has chosen to capitalise on its own balance sheet, and here the four diverge.

Pedalgrove. The FY2024 accounts, filed 30 September 2025, book one intangible asset, "service partner agreements", at GBP 1.4m cost with amortisation over three years  ^{s1-1}. The FY2023 accounts carried no intangible  ^{s1-3}. The note describes the asset as "onboarding payments and equipment provided to independent repair shops under partner agreements"  ^{s1-1}. The repair partners page lists 120 shops across 14 cities, read on 21 November 2025  ^{s2-2}. The partner shop terms page says partners service Pedalgrove bikes "ahead of walk-in work during the agreed service window" and that the initial term is 24 months  ^{s2-12}. Whether partners are barred from servicing a competitor's fleet is ? not in the published shop terms or the FY2024 accounts note. The app's version history shows a "book a repair at a partner shop" feature shipped on 8 April 2025  ^{s2-9}. The partners hostname resolves to a field-service software vendor, which fits a booking system shared with the shops  , because a hostname shows that something exists and not how it is used ^{s5-1}. The privacy page names the same vendor as a processor for "repair booking and partner scheduling", which confirms the use in the company's own words  ^{s5-6}. A chief operating officer was appointed on 12 May 2025, the first director added since incorporation  ^{s1-9}. The company's own board has 9 open roles, of which one is a "Partner Network Manager" for a region not yet on the cities page  , read as a fifteenth city in preparation because the ad names a region the cities page does not ^{s6-5 s6-6 s2-3}. The moat, as far as the record shows it, is 120 contracts with shops, each with a sunk onboarding payment and a 24-month term, in 14 cities where no competitor has a repair presence of any kind  , because the competitor city lists and ad locations show no overlap outside the 6 cities Velothane serves ^{s2-2 s2-5 s2-7 s6-1}.

Velothane. The FY2024 accounts book no intangible asset; the fixed assets are bikes, batteries and leasehold improvements  ^{s1-4}. The terms of service, in the version dated 1 February 2025, say repairs are "arranged through our service partners"  ^{s2-6}. The archived copy of the same page from 14 August 2024 says repairs are "carried out by our approved repairers", so the wording was softened before the CEO's June 2025 podcast and before the hiring began  , a reading of two page versions rather than a statement by the company ^{s3-6 s2-6}. The Series B release of 19 March 2024 described the use of funds as "fleet expansion into three further cities" and did not mention repair  ^{s1-5}. A charge registered on 27 June 2025 secures asset finance over "e-bikes and associated batteries", which is consistent with a fleet financed rather than bought outright  , because the charge document names the lender and the asset class but not the sum ^{s1-6}. A subsidiary, Velothane Service Ltd, was incorporated on 9 October 2025 with the parent as sole shareholder and "repair and maintenance of bicycles" as its stated activity  ^{s1-10}. A certificate for a repair hostname under the company's domain was issued on 2 October 2025  ^{s5-2}. The page source of the rider site loads a booking widget from a workshop-management vendor, added at some point between the August 2024 archived copy and the page read on 21 November 2025  ^{s5-3 s3-6}. The app's version history has no repair feature named in any release note ? not in the 14 release notes read ^{s2-10}. The board, pulled from the applicant-tracking system's public API on 21 November 2025, lists 30 open roles: 12

repair technicians across 4 of its 6 cities, 2 repair operations leads, and 16 others  s6-1s6-2s6-3s6-4. An aggregator snippet shows a "Head of Repair" ad from August 2025 that is no longer on the board , from a snippet that could not be opened s6-8. The moat Velothane has is price and fleet, and the record shows it building the thing it said was a commodity.

Spokesmith. The micro-entity accounts show one fixed-asset line and a long-term lease commitment described as "workshop premises"  s1-7. The how-it-works page says every repair is done by "our own mechanics in our own workshops"  s2-7. A workshop hostname under the company's domain has existed since 2023  s5-4. The only open role found is a workshop technician posted on 11 August 2025  s6-7. The moat is real and small: three workshops in three cities, and no sign in the record of a fourth , because the cities page, the accounts and the one ad all point at the same three places s2-7s1-7s6-7.

Rimwarden. The first accounts are micro-entity and show GBP 1.2m of fixed assets with no narrative  s1-8. The site runs on a hosted site builder with no subdomain beyond the marketing page , because the DNS shows a single CNAME to the builder's edge and nothing else s5-5. The careers page read on 21 November 2025 lists no roles  s6-9. The repair model is  not stated on the pricing page, the terms page or in the founder's one press interview s2-8s2-11s3-8.

The base rate. Two comparables from the record set the pattern. A European e-bike subscription operator that moved from contracted to in-house repair in 2022 said it took 14 months to cover its cities and that repair headcount rose to a fifth of staff , from a press interview and not from accounts s4-6. A UK operator entered administration in November 2023 and the administrator's notice named "a backlog of bikes awaiting repair" as the reason subscribers cancelled  s4-7. The shared-scooter consolidation report of 2023 found that the operators which survived the 2022 to 2023 contraction were the ones with the lowest cost per repair, not the lowest price per ride , a finding from a different vehicle class applied here by analogy s4-5. The pattern says repair is the cost line that decides survival, and that building it in-house takes about a year, which is the window Pedalgrove's partner network has to prove it can do the same job for less.

4. Regulatory climate

The city grant scheme is the one regulatory lever that moves the ranking. The scheme guidance of April 2024 scores applicants out of 100 and gives 15 points for "in-house repair capacity in the city", with partner arrangements scoring at most 5 of the 15  s4-2. The 2024 to 2025 award list, published in July 2024, names Spokesmith with a full award in all three of its cities and Pedalgrove with a partial award in four of its cities  s4-3. Velothane is not on the award list, and the reason is  not in the award list, the scheme guidance or any Velothane release read. The renewal consultation was published on 15 September 2025, closes on 12 December 2025, and says the renewed terms will be published in April 2026  s4-4. The consultation asks whether "partner-based repair with service-level commitments" should score equally with in-house repair, which is the question that decides whether the scheme counts for or against Pedalgrove , because a consultation question is not a decision and the responses are not yet published s4-4. The consultation does not say how much money is

attached to the renewed scheme, and the source that would carry it is the authority's budget paper in the new financial year ? not in the consultation document or the 2024 guidance.

The scheme's reach matters as much as its scoring. The guidance lists the areas it covers, and laying that list against the three cities pages gives 5 of Pedalgrove's 14 cities, 3 of Velothane's 6 and all 3 of Spokesmith's, so a change in terms touches the leader's densest cities and the whole of Spokesmith 🟡, a count made from the area list and the cities pages rather than a figure any party has published s4-2 s2-3 s2-5 s2-7. Rimwarden's 2 cities are outside the scheme's area  s4-2 s2-8.

Two further rules apply to all four operators equally and do not change the ranking. The consumer regulator's April 2025 guidance on subscription contracts requires a cancellation route as easy as the sign-up route and a reminder before any renewal, and all four pricing pages now carry a cancellation line that matches it  s4-8 s2-1 s2-4 s2-7 s2-8. The March 2025 consultation on e-bike battery safety proposes a conformity requirement for batteries placed on the market and a duty to keep repair records for fleet operators  s4-10. If the record-keeping duty is adopted as drafted, an operator that controls its own repair records it once, and an operator that relies on 120 independent shops collects it 120 times 🟡, an inference from the draft duty and the partner model, not from anything the consultation says about either company s4-10 s2-2.

Nothing in the record shows any of the four under enforcement, in a dispute with a city authority, or named in a safety recall ? not in the regulator's enforcement list, the four registry filing histories or the trade press read s1-2 s4-8.

5. What it says and what it does

Date	Who, where	Quote	Then what happened	Mark
2025-06-12	Velothane chief executive, on an industry podcast	"Repair is a commodity. We buy it by the hour and we spend our own money on bikes and cities."	12 repair technician and 2 repair operations lead ads from 2025-09-08; a repair subsidiary incorporated 2025-10-09; a repair hostname certificate issued 2025-10-02	 s3-1 s6-1 s1-10 s5-2
2025-09-30	Velothane, company blog	"We are bringing repair closer to our riders, starting in the cities where we have the most bikes."	The technician ads name 4 of the 6 cities; the two lead ads name the two largest	 s3-2 s6-2 s6-3 s6-4
2025-03-04	Pedalgrove founder, trade press interview	"The network is the product. The bike is the thing the network keeps on the road."	The FY2024 accounts, filed 2025-09-30, booked the partner agreements as the company's only intangible; the shop count rose from 100 to 120	 s3-3 s1-1 s3-4 s2-2
2025-01-20	Pedalgrove, press release	"Pedalgrove's repair partner network has reached 100 independent shops in 12 cities."	The partners page lists 120 shops in 14 cities on 2025-11-21; a partner network manager ad for a further region posted 2025-10-20	 s3-4 s2-2 s6-6

Date	Who, where	Quote	Then what happened	Mark
2024-11-05	Spokesmith founder, company blog	"We own our workshops because a subscription is a promise to fix the bike, and you cannot outsource a promise."	Still 3 cities a year later; one workshop technician ad in 2025; a full grant award in all three cities	✓ s3-5s2-7s6-7s4-3
2025-05-14	Rimwarden founder, local press	"GBP 49 is the price at which an e-bike beats a bus pass, and that is the only number we care about."	No repair statement anywhere on the site, no open roles, micro-entity accounts	✓ s3-8s2-11s6-9s1-8
2025-11-10	Trade press, aggregator snippet	Velothane "in talks on a Series C that could include a repair acquisition"	Nothing filed and no release; the snippet could not be opened	● from a snippet that could not be opened s3-7

The gap that matters is Velothane's. The chief executive called repair a commodity in June 2025 and the company has since posted 14 repair roles, incorporated a repair subsidiary and stood up a repair hostname ✓ s3-1s6-1s1-10s5-2. The two readings are that the podcast line was a position taken for an audience while the plan was already in motion, or that something between June and September changed the plan ●, and the record does not separate them because the Series B release of March 2024 is the last statement of use of funds and says nothing about repair s1-5. Pedalgrove's words and filings agree with each other: the founder said the network was the product in March, and the accounts filed in September treat it as the only asset worth booking beyond the bikes ✓ s3-3s1-1. Spokesmith's words and record also agree, and the record shows the cost of that agreement is three cities ✓ s3-5s2-7. Rimwarden has said one thing in public and it was about price ✓ s3-8.

Nothing any of the four has said about subscriber numbers, churn or revenue was found ? not in the podcast, the two blogs, the three interviews or the press release read s3-1s3-2s3-3s3-4s3-5s3-8. Velothane's full accounts carry the only revenue figure in the market, and it is a year old ✓ s1-4.

6. Three dated events that would change the ranking

Date	Event	Why it changes the ranking	Source
2026-04-01	The city grant scheme's renewed terms are published, following the consultation that closed on 2025-12-12	If partner repair with service-level commitments scores equally with in-house repair, Pedalgrove's 14-city partner model becomes eligible on the same footing as Spokesmith's workshops and the scheme stops counting against it; if the 2024 scoring stands, Spokesmith keeps the only full award and Pedalgrove's partial awards are at risk	✓ s4-4s4-2s4-3

Date	Event	Why it changes the ranking	Source
2026-01-31	Velothane's Series C closes, if the November snippet is right; the test is whether the release names a repair acquisition or a repair headcount	A repair acquisition would give Velothane in one step what the ads say it is building over a year, and it would be the first purchase price allocation in this market: the split between workshops, contracts and brand would show what repair is worth to the leader	🟡 s3-7 s1-5
2026-09-30	Pedalgrove's FY2025 accounts are due at the registry, nine months after its 31 December year end, the first full year with the partner network booked as an asset	The accounts will show whether the "service partner agreements" asset grew with the shop count or was impaired; an impairment would say the partner model is not holding its shops, and growth would say it is scaling with cities	✅ s1-2 s1-1

Two things to check between the dates. The Velothane board should be re-pulled monthly: if the 12 technician ads close and the two lead ads are refilled, the shops are open; if the technician ads are still open in March 2026 with first-published dates from September, they are evergreen requisitions and the plan has stalled 🟡, a reading rule rather than a fact about the company ^{s6-1}. The Pedalgrove partners page should be re-read on the same days: the count of 120 and the count of cities are the two numbers the whole position rests on ✅ ^{s2-2}.

If none of the three events moves, the ranking on 21 November 2025 stands: Velothane first on fleet and price, Pedalgrove first on coverage and the only operator with repair booked as an asset, Spokesmith third and the only one the grant scheme scores in full, Rimwarden fourth and unread on repair 🟡, a ranking that rests on the fleet estimates in §2 and the filings in §3 ^{s4-1s1-1s1-4s1-7s1-8}. The reader who wants one number to watch should watch the Velothane technician ads, because the day they close is the day the leader has what the second has 🟡, a reading of the board rather than a statement by either company ^{s6-1s6-2}.

7. Sources by lane

Lane 1

- **s1-1** Pedalgrove Ltd, annual accounts for the year ended 31 December 2024, filed 30 September 2025, intangible assets note
<https://example.org/registry/company/PG0001/filing/2025-09-30-accounts>
- **s1-2** Pedalgrove Ltd, registry filing history, read 21 November 2025
<https://example.org/registry/company/PG0001/filing-history>
- **s1-3** Pedalgrove Ltd, annual accounts for the year ended 31 December 2023, filed 27 September 2024 <https://example.org/registry/company/PG0001/filing/2024-09-27-accounts>
- **s1-4** Velothane Ltd, annual accounts for the year ended 31 December 2024, filed 14 October 2025, full accounts with profit and loss
<https://example.org/registry/company/VT0002/filing/2025-10-14-accounts>
- **s1-5** Velothane Ltd, Series B funding release, 19 March 2024
<https://example.org/velothane/press/2024-03-19-series-b>

- s1-6 Velothane Ltd, registration of a charge over e-bikes and batteries, 27 June 2025
<https://example.org/registry/company/VT0002/charges/2025-06-27>
- s1-7 Spokesmith Ltd, micro-entity accounts for the year ended 31 March 2025, filed 22 August 2025 <https://example.org/registry/company/SS0003/filing/2025-08-22-accounts>
- s1-8 Rimwarden Ltd, first micro-entity accounts for the period ended 30 June 2025, filed 3 November 2025 <https://example.org/registry/company/RW0004/filing/2025-11-03-accounts>
- s1-9 Pedalgrove Ltd, appointment of a director as chief operating officer, 12 May 2025
<https://example.org/registry/company/PG0001/officers/2025-05-12-appointment>
- s1-10 Velothane Service Ltd, certificate of incorporation, 9 October 2025, sole shareholder Velothane Ltd <https://example.org/registry/company/VS0005/incorporation>

Lane 2

- s2-1 Pedalgrove pricing page, read 21 November 2025
<https://example.org/pedalgrove/pricing>
- s2-2 Pedalgrove repair partners page, 120 shops listed by city, read 21 November 2025
<https://example.org/pedalgrove/repair-partners>
- s2-3 Pedalgrove cities page, 14 cities, read 21 November 2025
<https://example.org/pedalgrove/cities>
- s2-4 Velothane pricing page, read 21 November 2025 <https://example.org/velothane/pricing>
- s2-5 Velothane cities page, 6 cities, read 21 November 2025
<https://example.org/velothane/cities>
- s2-6 Velothane terms of service, version dated 1 February 2025, repair clause, read 21 November 2025 <https://example.org/velothane/terms>
- s2-7 Spokesmith pricing and how-it-works page, read 21 November 2025
<https://example.org/spokesmith/how-it-works>
- s2-8 Rimwarden pricing page, read 21 November 2025
<https://example.org/rimwarden/pricing>
- s2-9 Pedalgrove rider app, store listing version history, release of 8 April 2025
<https://example.org/appstore/pedalgrove/version-history>
- s2-10 Velothane rider app, store listing version history, 14 release notes read 21 November 2025 <https://example.org/appstore/velothane/version-history>
- s2-11 Rimwarden terms page, read 21 November 2025
<https://example.org/rimwarden/terms>
- s2-12 Pedalgrove partner shop terms page, read 21 November 2025
<https://example.org/pedalgrove/partners/shop-terms>

Lane 3

- s3-1 Industry podcast episode with the Velothane chief executive, published 12 June 2025, transcript at 31 minutes <https://example.org/podcast/fleet-talk/2025-06-12-velothane>
- s3-2 Velothane company blog, "Bringing repair closer to riders", 30 September 2025
<https://example.org/velothane/blog/2025-09-30-repair-closer>

- s3-3 Trade press interview with the Pedalgrove founder, 4 March 2025
<https://example.org/trade/micromobility-weekly/2025-03-04-pedalgrove-founder>
- s3-4 Pedalgrove press release, "100 partner shops in 12 cities", 20 January 2025
<https://example.org/pedalgrove/press/2025-01-20-100-shops>
- s3-5 Spokesmith founder, company blog, "Why we own our workshops", 5 November 2024
<https://example.org/spokesmith/blog/2024-11-05-own-workshops>
- s3-6 Archived copy of the Velothane terms of service, captured 14 August 2024
<https://example.org/archive/20240814/velothane/terms>
- s3-7 Trade press item on a Velothane Series C, 10 November 2025, aggregator snippet, page could not be opened <https://example.org/trade/micromobility-weekly/2025-11-10-velothane-series-c>
- s3-8 Local press interview with the Rimwarden founder, 14 May 2025
<https://example.org/local/city-courier/2025-05-14-rimwarden>

Lane 4

- s4-1 Trade press round-up of UK e-bike subscription fleets with estimates per operator, 6 October 2025 <https://example.org/trade/micromobility-weekly/2025-10-06-fleet-roundup>
- s4-2 City transport authority, active travel operator grant scheme, scoring guidance, April 2024 <https://example.org/city-authority/grants/operator-scheme/guidance-2024>
- s4-3 City transport authority, operator grant scheme award list 2024 to 2025, published July 2024 <https://example.org/city-authority/grants/operator-scheme/awards-2024-25>
- s4-4 City transport authority, consultation on renewal of the operator grant scheme, published 15 September 2025, closing 12 December 2025 <https://example.org/city-authority/grants/operator-scheme/renewal-consultation-2025>
- s4-5 Research report on shared-scooter operator consolidation 2022 to 2023, published 2023 <https://example.org/research/shared-scooter-consolidation-2023>
- s4-6 Press interview with a European e-bike subscription operator on moving repair in-house, 17 May 2022 <https://example.org/trade/eu-mobility-review/2022-05-17-insourcing-repair>
- s4-7 Administrator's notice to creditors for a UK e-bike subscription operator, 21 November 2023 <https://example.org/registry/company/XX0099/insolvency/2023-11-21-administrator-notice>
- s4-8 Consumer regulator guidance on subscription contracts, April 2025
<https://example.org/regulator/consumer/subscription-contracts-guidance-2025>
- s4-9 Industry body census of UK shared and subscription e-bike fleets, July 2025
<https://example.org/industry-body/census/2025-fleet-census>
- s4-10 Government consultation on e-bike battery safety and fleet operator duties, March 2025 <https://example.org/government/consultations/2025-03-ebike-battery-safety>

Lane 5

- s5-1 DNS lookup, dig `partners.pedalgrove.example.org` CNAME, run 21 November 2025, answer a field-service software vendor's edge hostname

<https://example.org/raw/dns/pedalgrove-partners-2025-11-21.txt>

- s5-2 Certificate transparency search for the Velothane domain, certificate for a repair hostname issued 2 October 2025, run 21 November 2025
<https://example.org/raw/ct/velothane-2025-11-21.txt>
- s5-3 Velothane rider site page source, booking widget script from a workshop-management vendor, read 21 November 2025 <https://example.org/raw/html/velothane-home-2025-11-21.html>
- s5-4 DNS and certificate history for a workshop hostname under the Spokesmith domain, first certificate 2023, run 21 November 2025 <https://example.org/raw/ct/spokesmith-2025-11-21.txt>
- s5-5 DNS lookup, dig rimwarden.example.org ANY, run 21 November 2025, single CNAME to a hosted site builder <https://example.org/raw/dns/rimwarden-2025-11-21.txt>
- s5-6 Pedalgrove privacy page, list of processors including the field-service vendor for repair booking, read 21 November 2025 <https://example.org/pedalgrove/privacy>

Lane 6

- s6-1 Velothane applicant-tracking-system public API, JSON pull of 30 open roles, 21 November 2025 <https://example.org/raw/ats/velothane-jobs-2025-11-21.json>
- s6-2 Velothane ad, Repair Technician, first published 8 September 2025, one of 12 across 4 cities <https://example.org/ats/velothane/jobs/repair-technician-4411>
- s6-3 Velothane ad, Repair Operations Lead, largest city, first published 22 September 2025 <https://example.org/ats/velothane/jobs/repair-operations-lead-4420>
- s6-4 Velothane ad, Repair Operations Lead, second city, first published 14 October 2025 <https://example.org/ats/velothane/jobs/repair-operations-lead-4437>
- s6-5 Pedalgrove applicant-tracking-system public API, JSON pull of 9 open roles, 21 November 2025 <https://example.org/raw/ats/pedalgrove-jobs-2025-11-21.json>
- s6-6 Pedalgrove ad, Partner Network Manager, region not on the cities page, first published 20 October 2025 <https://example.org/ats/pedalgrove/jobs/partner-network-manager-0218>
- s6-7 Spokesmith ad, Workshop Technician, first published 11 August 2025 <https://example.org/spokesmith/careers/workshop-technician>
- s6-8 Aggregator snippet of a closed Velothane ad, Head of Repair, dated August 2025, page could not be opened <https://example.org/aggregator/jobs/velothane-head-of-repair-2025-08>
- s6-9 Rimwarden careers page, no roles listed, read 21 November 2025 <https://example.org/rimwarden/careers>