



Bike4it Ltd  
Manchester

[www.bike4it.co.uk](http://www.bike4it.co.uk)

Date

Mrs Kate Harper  
Mothercare Customer Service Centre  
Cherry Tree Road  
Watford  
Hertfordshire  
WD24 6SH

Dear Mrs Harper,

Further to our recent telephone conversation, I take great pleasure in forwarding to you a sample of our **Safe-T-Seat** and offering you the opportunity to be the first major international stockist of this innovative children's carrier.

While there are other children's forward-facing bicycle seats available on the market today, the **Safe-T-Seat** guarantees a better cycling experience for both parent and child. Its unique design features ensure no more uncomfortable bike rides; unlike its competitor's models, the carrier sits higher on the bike, giving both rider and passenger more space and reducing the problem of restricted movement. Our design also has the added benefit of a specially shaped and smooth underside - so even if your legs *do* make contact with the seat, they simply glide easily along the bottom.

Other exclusive advantages of our **Safe-T-Seat** include;

- More safety features; unlike other front-facing seats, we have a BSI Kitemark® pending, due to be officially assured within the next 6-8 weeks
- Quick and easy to assemble - it takes less than 3 minutes to fit!
- Manufactured to an exceptionally high standard in the USA
- More affordable than other products of its type, with a RRP of just £59.99
- The most adaptable child carrier on the market - fitting more bikes than any other front-mounted seat available

We are confident that our **Safe-T-Seat** would prove to be welcome addition to your existing range, with your customers being assured of superior quality, excellent value for money and the confidence of a kitemarked item that has been assessed for safety - the paramount concern for any parent or carer.

In just 4 months of availability, we have already sold 400 items through our website alone. We firmly believe that as we reach a wider audience, we will soon see sales quickly accelerate. We feel that the opportunity to develop a positive business relationship with Mothercare would be both mutually beneficial, and enable this product to realise its full potential.

If you would like more information on any aspect of our product, or to discuss the supply of these pioneering child carriers, please contact us using the details at the top of this letter. Further information can also be found on our website: [www.safe-t-seat.co.uk](http://www.safe-t-seat.co.uk).

We would like to take this opportunity to thank you for your time and consideration. We look forward to hearing from you.

Yours sincerely,

Official Distributors for Land Rover Bikes

