

29 April 2019

## MILLIONS OF HSBC UK CURRENT ACCOUNT CUSTOMERS OFFERED FREE BENEFIT

As part of its partnership with [British Cycling](#), HSBC UK is offering its retail and commercial current account holders free membership to British Cycling, the bank announced today.

The move, which will be available to existing customers as well as those switching their current account to HSBC UK, provides 12 months 'Fan' membership, worth £24, free for millions of customers. The benefits for HSBC UK current account customers include:

- A year's fan membership for free;
- Upgrade to a race/ride/commute membership and get a £24 discount on this (equivalent value of fan membership); or
- If already a member, on renewal they can get a free gift as an HSBC UK customer.

The '[Fan' membership package](#) has been designed by British Cycling for fans and followers of cycling, providing benefits including retail discounts, priority tickets to cycling events, regular newsletters with exclusive interviews and money-can't-buy competitions. Customers who are already members of British Cycling have the option of receiving £24 off their next membership renewal.

Luke Harper, HSBC UK's head of the partnership with British Cycling, said: "Our partnership with British Cycling is particularly focused on grassroots participation, encouraging and supporting customers, communities and colleagues to get back on their bikes. Some customers will already get on their bike regularly, but we hope this free British Cycling membership will encourage people to dust down their bike and get back in the saddle and contribute to a greener, fitter, healthier Britain."

Terry Greenwood, Head of Membership at British Cycling, said: "By offering free fan membership to thousands of HSBC UK customers we hope, not only to enable people to get closer to the sport but - most importantly - to discover the endless benefits of riding a bike."

"Our ambition is to transform Britain into a great cycling nation and we hope that this offer provides a gentle nudge to people who might be considering getting in the saddle, to take advantage of the discounts and give it a go this summer!"

Fan membership benefits include:

- [10% off in Halfords stores nationwide:](#)
- [Savings of 10% at Evans Cycles](#)
- [Free bike Service at Cycle Republic worth £30:](#)
- [30% off award-winning bike lights](#)
- [Discounted bike insurance](#)
- [Priority access to tickets for major sporting events](#)
- [Money can't buy prizes](#)

Since HSBC UK became lead partner to British Cycling in 2017, the partnership has made a real difference to grassroots cycling, including:

- Over 200,000 people taking part in our closed road, mass participation events in some of Britain's biggest cities over the last two years (110,000 in 2017 and 113,500 in 2018). An even bigger schedule of events is planned for 2019.
- British Cycling has opened a number of new [HSBC UK Disability Hubs](#), including Middlesbrough, Stourport and Clyde, taking the total number of such facilities up to 12. HSBC UK Disability Hubs give people with disabilities the opportunity to take part in coach-led sessions which develop their skills and confidence on a bike.
- Work to narrow the traditional gender gap in cycling has also accelerated, with the flagship [HSBC UK Breeze](#) programme - a ride for women led by women - going from strength to strength - in 2018, over 300 new Breeze Champions were trained, bringing the total number to over 1,260.
- The [HSBC UK Breeze](#) programme has attracted nearly 250,000 participants since its inception eight years ago. Across the entire suite of recreational programmes, 45.2% of participants are now women.
- We have added [HSBC UK Ready Set Ride](#) to our suite of recreational programmes. The initiative equips parents and teachers with the necessary resources to teach kids to ride.
- During 2018 over half a million people took part in a ride organised by British Cycling – a record number.

**Media enquiries to:**

Steve Gracey, HSBC UK Media Relations – 020 7991 4118 / [steve.gracey@hsbc.com](mailto:steve.gracey@hsbc.com)

Twitter: [@HSBC\\_UK](#)

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**HSBC UK:**

HSBC UK serves around 14.5 million customers across the UK, supported by 32,000 colleagues. HSBC UK offers a complete range of retail banking and wealth management to personal and private banking customers, as well as commercial banking for small to medium businesses and large corporates.

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide across 66 countries and territories in Europe, Asia, North and Latin America, and the Middle East and North Africa. With assets of US\$2,558bn at 31 December 2018, HSBC is one of the world's largest banking and financial services organisations.

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