Tanner R. Castro

JCOM 3310

PSA

Target Audience:

The age of the target audience we will be between 18 – 25, those who are of college age looking for different means of transportation. Usually this age is economically in the lower class due to paying for tuition and living on their own for the first time in their lives. With this comes with looking at ways to not have to pay for certain things or to look at cheaper options so that they can get by. With this jobs that most of these individuals have are lower waged and enough to pay for rent, food and gas.

Benefits:

* The need for confidence: with giving them the opportunity to have a bike to ride for the semester or year we can give them the confidence of saving money they would be spending on gas.
* Produce pleasure: with riding a bike from their homes and to school and work they will have the pleasure of riding through beautiful Cache Valley.
* Improve appearance: the more that they ride the more fit and healthy individuals will become and thus make them more physically attractive.
* Improve personal dependability: having to ride a bike to and from destinations requires planning and time management. With renting a bike from Aggie Blue Bikes they will become more personally dependable.

**Want to get in shape and save money??**

Are you looking to increase the amount of money in your bank account all while getting in shape? Then stop by Aggie Blue Bikes to check out a bike today. Need a Mountain Bike, Road Bike, Cruiser, Fixie? We have multiple options for you and lots of different sizes to fit your needs. With lengths of time ranging from 24 hours and a full year that you can check a bike out being a USU student or faculty member with a complimentary locker at the HPER. We take care of maintenance of the bikes with our checkups throughout your rental period that works for you so that your bike is always riding smooth. Save money on gas and use it on other things by checking a bike out with us and riding it to school and work on the daily. With all that riding that you are going to be doing you will also be getting in great shape! Riding a bike can lead to more confidence, less overeating and better night’s sleep. All of these are things that college students typically struggle with and by changing the way you commute you can have better chances at not struggling with these. Struggling with time management, riding a bike to commute helps you to plan out your day so that you can make sure you’re on time for work and class. Our whole team here at Aggie Blue Bike would agree that there is nothing better than commuting in beautiful Cache Valley. So come into Aggie Blue Bikes today to get set up with a bike to ride so that you can start enjoying your daily commute!