

Sales by region and month

January to June 2026. Revenue in pounds sterling.

Revenue by region, product and month

Region	Product	Jan	Feb	Mar	Apr	May	Jun	Jan–Jun
North	Bikes	£11,760	£15,960	£20,160	£14,700	£18,900	£23,100	£104,580
	Helmets	£2,340	£2,860	£1,885	£2,405	£2,925	£1,950	£14,365
	Lights	£868	£1,092	£672	£896	£1,120	£1,344	£5,992
	Total	£14,968	£19,912	£22,717	£18,001	£22,945	£26,394	£124,937
South	Bikes	£11,760	£15,960	£20,160	£14,700	£18,900	£23,100	£104,580
	Helmets	£2,340	£2,860	£1,885	£2,405	£2,925	£1,950	£14,365
	Lights	£868	£1,092	£672	£896	£1,120	£1,344	£5,992
	Total	£14,968	£19,912	£22,717	£18,001	£22,945	£26,394	£124,937
West	Bikes	£15,960	£20,160	£14,700	£18,900	£23,100	£17,640	£110,460
	Helmets	£1,495	£2,015	£2,535	£1,560	£2,080	£2,600	£12,285
	Lights	£1,148	£728	£952	£1,176	£756	£980	£5,740
	Total	£18,603	£22,903	£18,187	£21,636	£25,936	£21,220	£128,485
All regions		£48,539	£62,727	£63,621	£57,638	£71,826	£74,008	£378,359

Units and revenue by product and region

Product	North		South		West		All regions	
	Units	Revenue	Units	Revenue	Units	Revenue	Units	Revenue
Bikes	249	£104,580	249	£104,580	263	£110,460	761	£319,620
Helmets	221	£14,365	221	£14,365	189	£12,285	631	£41,015
Lights	214	£5,992	214	£5,992	205	£5,740	633	£17,724
All products	684	£124,937	684	£124,937	657	£128,485	2,025	£378,359