

# Miele Cycling Campaign: Be a part of it again!

**This year, Miele-BKK is once more organising its popular campaign to motivate people to ride their bikes more often. You can once again join in the fun and win great prizes under the motto "Miele Is Cycling".**

Just 30 minutes of daily cycling is good for the environment as well as for your wallet. It also makes you feel fitter, prevents illness and starts the day with more energy and in a good mood.

## It Pays to Join in

From May 1 to September 30, 2023, it's time for the fifth "Miele Is Cycling" event. Those who complete 100, 200 or even 400 km by bike will have the chance to win attractive prizes in addition to the various benefits mentioned above. The winners will be informed via app at the end of the campaign. For more information, please see the [flyer](#) (German language).

## This Is How Easy It Is for You to Take Part:

1. Download the Radbonus app.
2. Enter the access code "Miele" and select your team.
3. Get on your bike, ride off and win great prizes.
4. For more information, visit the [campaign website](#).



## Review 2022

Last year, 214 cyclists took part in the challenge. Almost 100,000 kilometres were covered on their bikes and almost 14,000 kilograms of CO2 were saved. In addition, the success is also measured in the personal health bonus of millions of kilocalories consumed by colleagues.