



‘Daddy, what would happen if we put the Rocket in the water?’

Designer and inventor Jeremy Davies of Boxer Cycles on school-run nightmares and his ingenious electric trikes

MOST OF OUR CUSTOMERS ARE SUBURBAN FAMILIES IN VIRTUALLY EVERY TOWN OR CITY IN THE UK. Our most common riders are mothers of children aged zero to 12 who are doing the school or nursery run and then social, shopping trips inbetween pickups. The trikes then typically get used for park or beach outings at weekends and holidays, or for having a bit of fun riding your mates back from the pub – which believe it or not is a very common use!



I MADE MY FIRST CARGO TRIKE because I thought it was absolute madness that parents were willing to put their prized young ones in one of those tag-along canvas trailers with the child’s head being the only thing between a car bumper and your bike. I much prefer to have the children up high and in front of me, where they can be watched. I would say cargo trikes offer the best protection and stability on the road compared to the two-wheelers or trailers.

AS OUR ROADS CAN BE A LITTLE CHALLENGING, ESPECIALLY IN LONDON, WE CAME UP WITH OUR VEHICLE LIGHTING KIT OPTION. This means our bikes are fitted with the same lights that are used on Land Rovers and allow the rider to signal left and right, show braking, flash other road users with the headlights and beep a very loud horn.

THE CAR REALLY HAS BECOME AN ENCUMBRANCE – it has lost the freedom it once had and that is why the cycling movement is just exploding. I remember that it used to take me sometimes 90 minutes to drive just a few miles in London; on a bike it takes a few minutes to do a few miles and you don’t have to worry about parking.

BEFORE THE TRIKE, I WOULD STRUGGLE TO FIND A PARKING SPOT and usually would upset a local resident and then I would be subjected to ten minutes of ‘child faff’ each way as my youngest wanted to examine every flower or bush and demand to walk on people’s garden walls on the way from the car to the school gates – an hour of each day I would never get back!

MY DAUGHTER AVA IS WONDERFUL. She runs up the beach to meet people who are stood around the bike to tell them, “My daddy makes these in his factory and they are very good!” My five-year-old son Leo has rather more unusual inputs, such as, “Daddy, what would happen if we put the Rocket in the water? Daddy, can you try?” Both kids seem to keep inspiring me with their endless imagination and I hope one day they grow up to work alongside me in some capacity.

WE MAKE EVERYTHING HERE IN POOLE, Dorset, and the vast majority of the Boxer’s parts are made within a two-mile radius of our factory – we love our ‘cup of tea and biscuit’ conversations we have with our suppliers who tell us that they greatly enjoy being part of the process of building a British cargo trike. They are sort of family to us and give us a bit of a warm and fuzzy feeling!

I LOVE SATURDAY MORNING BEDROOM LEGO ADVENTURES – I lose myself into the worlds and characters they create and don’t want to come out!

I’M MOST LIKELY TO SAY, “Don’t worry, daddy will fix it”.
boxercycles.com

