



Dear Candidate

We are delighted that you want to know more about the appointment of a Managing Director.

The story of ICE began in Cornwall in the summer of 1998 in a chance meeting of two people rather too obsessed with making and riding bikes of all kinds.

Together, we saw an opportunity to build recumbent cycles and maybe earn a living doing the thing we are so passionate about. From that simple beginning we have grown our business and reputation as a global leader in our specialist sector.

Hard work and experience coupled with the sheer pleasure of developing our unique recumbents drives us on to continually refine our trike designs and hone the comfort and performance of each machine.

As individuals, cycling is our favourite pastime. As a company, it's our pleasure to know we enable people all over the world to ride and have as much fun as we do.

We have made the exciting decision to transfer our business to an Employee Ownership Trust. Employee owned businesses achieve higher productivity and greater levels of innovation, we believe this will preserve the integrity and continuity of the business we have built up and acknowledge the contribution of our employees. We believe this will secure the continued success for our treasured ICE trikes.

This has led us to the conclusion that we need to look for someone who can strengthen and build on our history to support a new and exciting vision for our future.

On our search for a Managing Director, we are looking for someone who has the ability, drive, and ambition to lead the business and continue its success.

As the Managing Director, you will be responsible for managing the day to day operation of the business, along with our support and experience, the Senior Management Team, and our employees.

If you feel this is you, then please read the details of the application process, answer the questions we have asked for, so we can get a sense of who you are and why we should meet with you to discuss this superb opportunity.

Regards

*Chris and Neil*