Question 1:

Approximately

Question 2:

Principal

Question 3:

Short-moderate- distances

Question 4:

1. Reduce consumption of fossil fuel
2. Less noise and pollution.
3. Much reduced traffic congestion.

(the explanation: students answers may vary)

Question 5:

Transport companies

Question 6:

1. Reduces risk of illnesses
2. Helping people maintain a healthy weight.

Question 7:

Directly addresses the reader (exclamation mark)

Question 8:

To persuade the reader to buy or use bicycle

Question 9:

B. to persuade people to start cycling regularly.