



## MEDIA RELEASE

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### BUDDY BIKE OFFERS CHOICES TO ENCOURAGE FAMILY CYCLING

In 2008 Buddy Bike, LLC began to offer two bike models to reach a wider audience. **Buddy Bike Sport (24 speed)** is geared toward avid cycling families and bike rental shops while **Buddy Bike Family (7 speed)** accommodates novices and non-riders. Both models are based on the innovative Buddy Bike patented design that places the stoker in the front seat while the captain steers from the back. The new models feature aluminum frames for a lighter ride and easier bike rack loading.

**Buddy Bike Family** is designed to encourage novices and non-riders to cycle. This model includes a 7-speed Shimano Nexus internal hub for easy maintenance and pedal-free shifting. It varies from prior versions with lower top tubes and a lower rear rider seat. Buddy Bike's Business Manager, Shelley Patterson, explains the modifications as follows: "We've lowered the rear rider seat by about 1 inch to fit adult riders under 5'5", like some of the single moms that I meet. This is a cruiser bike that makes you want to put your feet flat on the ground especially if you are riding with a child that has balance issues. We've also lowered the top tubes a bit so it's easier to mount for riders that have physical disabilities that won't allow their knees to bend. This bike is developed with the goal of making it less daunting to new riders to encourage families to ride who might not otherwise consider it a possibility."

Cycling enthusiasts will enjoy **Buddy Bike Sport** which utilizes a 24-speed Shimano hub with 8 internal and 3 external gears, Tektro Vee brakes and a durable Pletscher bi-pod kickstand for stability. With a wider range of gears for better climbing, increased rear rider leg room, a suspension fork and thinner, slicker tires, **Buddy Bike Sport** provides a smoother ride with less rolling resistance. Barry Nelson, President of Buddy Bike, says, "I ride my Buddy Bike Sport with my son, Jesse, about 20 miles each time, stopping for a meal along the way. We rode it in Vail, Colorado recently and the additional gears and thinner tires allowed us to bike through steeper inclines at faster speeds."

Buddy Bike will present the Family and Sport models at: the Interbike International Bike Expo in Las Vegas, NV (9/24/08-9/26/08); the World Congress and Expo on Disabilities in Jacksonville, FL (11/21/08-11/22/08); and at the American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD) in Fort Worth, Texas (3/31/09-4/4/09). The company also organizes Buddy Bike Family Rides to promote cycling and to encourage their customers to form clubs of their own to bicycle together.

Buddy Bike, LLC is the manufacturer of a unique in-line tandem bicycle that places the stoker in front. They strive to provide courteous and timely service to their customers while providing a quality product that will encourage more families to bicycle, especially families with special needs children who might otherwise never enjoy the thrill of riding a bicycle. For more information, pricing and detailed specs visit [www.buddybike.com](http://www.buddybike.com) or call **786.489.BIKE (2453)**.

