



## **FOR IMMEDIATE RELEASE**

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## **Montague Redefines Park and Ride with SwissBike**

CAMBRIDGE, Mass. – Winter 2009 – With global warming and wild swings in gas prices at the center of the evening news, many are searching for an easy way to save energy while also saving money. One by one, major metropolitan areas around the world have begun to place a stronger emphasis on alternative transportation as a means of reducing carbon emissions and congestion. Just recently the U.S. government even went so far as to pass bicycle commuter legislation that treats those that ride to work similar to those that drive to work. Incentives, like new bike lanes and congestion charges, such as those instituted by London, Stockholm, and Singapore, have set the stage for a change in the way the world travels and commutes. The century old bicycle is set to revisit its roots as a transportation vehicle.

Or is it? Simply jumping on a bike and pedaling off to work can be a far reach for many Americans as long distances, adverse road conditions, and bad weather can all get in the way, let alone asking that people give up the comfort of their car.

Recognizing the difficulties that most people have with taking the first step toward bicycle commuting, Montague Corporation, a Massachusetts based bicycle manufacturer has launched SwissBike™, a line of bicycles that allow people to choose to the moment how they would like to travel or commute. SwissBikes are full-size bikes, with full-size performance, but they fold to fit in the trunk of a car, on the train, bus, or even in a cab. The multiple functions of these bikes neatly fill in the gaps that often cause people to write off commuting and traveling by bike.

David Montague explains: “Most people’s commute to work is farther than they feel comfortable riding a bike and as a result, they believe the only way to get there is by car. In this case, you simply put a SwissBike in the trunk of your car, you drive part way to work, park, and pull out your SwissBike for the rest of the ride. And if the day isn’t nice,

or you don't have the energy, you simply leave the bike safe and dry in the trunk until another day. We call it "Redefining Park and Ride" commuting. It's easy, it's good for you, it saves money, and it's a manageable step for most people."

For 2009, Montague introduced a refined commuter model, the SwissBike TX that offers 21-speeds, slick tires, front suspension, disc brakes, and the CLIX™ Wheel Release System, (see [www.clixqr.com](http://www.clixqr.com)). The TX has an MSRP of \$699.00, a price that can easily be recuperated in gas savings and health. Montague also offers other SwissBike models.

"The SwissBike range of bikes offers a great ride for all levels of riders," said Jonathan Vandenberg, sales manager for the SwissBike. "The patented folding technology found in the SwissBike provides the cyclist with a great combination of performance and portability. At the same time these bikes are fun, healthy and good for the environment."

SwissBike is a division of the Montague Corporation which is based in Cambridge, Massachusetts and is dedicated to advancing cycling through the development of inventive technologies that provide its customers with an unprecedented combination of performance and convenience. Visit [www.swissbike.com](http://www.swissbike.com) or call toll free (800) 736-5348 for more information about SwissBike products and technologies.

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