

RentaBikeNow.com

Go. Ride. Everywhere.™

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FOR IMMEDIATE RELEASE

Nation's Best Bike Rental Locations Named in Time for Winter Get-Aways

CHICAGO, IL – December 21, 2010 – The country's top bike rental locations have been named by nationwide bike rental network RentaBikeNow.com. As many will travel south this winter for a little R&R, riding a bike while chasing the sun reinforces a snowbirds' defiance of the cold. Thousands will descend upon expectant bike rental shops with credit cards in hand, but the rental experience can vary widely. RentaBikeNow.com recently analyzed thousands of rentals that went through their online reservation service and named the top rental shops based on factors that lead to a great bike rental experience.

"A variety of sizes and fair pricing are expected," said RentaBikeNow.com President George Gill. "Although, a *Customer-focused attitude, Flexibility and Employee training* were the real measures that set a bike shop apart," he added. While *Attitude* and *Training* are fairly straight forward, *Flexibility* centers around a shops' willingness to make minor adjustments and ensure the fit and bike condition are good. Accordingly, proper tire pressure goes a long way. RentaBikeNow.com also evaluated Satisfaction Surveys that are emailed to every renter after their bike has been returned.

The evaluation led to RentaBikeNow.com's first **Rental Shop of the Year Awards**. With over 300 participating shops in the RentaBikeNow.com network, a winner was recognized in each of the four time zones. This year's winners are:

PACIFIC: San Diego Bike Shop, San Diego, CA:

"*Very decent bike and very good service . . .*" - Andre H.

It's hard to miss the bright smile of owner Mo Karimi. With a convenient downtown location and a helpful attitude, a great rental experience is assured.

MOUNTAIN: Bicycles Unlimited, St. George, UT

"*Great staff! I arrived just at quitting time and they stayed over to set me up.*" - Thomas C.

A truly professional bike shop with arguably some of the best riding in the country merely a stones throw away.

CENTRAL: Bike Barn, Houston, TX

"*The Bike Barn was great and they did a complete bike fitting for a simple rental.*" - Richard D.

Six convenient locations with consistent customer service that customers consistently rave about.

EAST: RoadFish Bike Shop, Hilton Head, SC

"*They are super friendly and great to work with.*" - David I.

If it's hard to choose between a cycling or a beach vacation, get both! This shop offers a broad selection and great service that even includes delivery for a buck!

As the country's bike friendliness continues to grow, RentaBikeNow.com also took the first snapshot of bike rental reservation statistics across the country.

"Perhaps the question we get most often is - How much does the average rental bike cost?", said Gill. The answer, he reports is \$35.63 per day, which is an average of many bike types, rental shops and geographic locations. The number reflects daily rates for everything from \$15 Florida beach cruisers to \$85 high-end carbon road bikes in California . . . and everything in-between. RentaBikeNow.com also reports the typical bike rental transaction is \$114, includes an average of 1.3 bikes and spans 2.47 days. These statistics reflect reservations that are placed an average of 12.8 days in advance.

Riding bikes in the winter is a treat enjoyed by many savvy travelers. Look to these Rental Shop of the Year award winners and the 300 other RentaBikeNow.com locations for an outstanding rental experience.