

Press Release
For Immediate Release

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Ecotrip Wants to Give New Yorkers a Free Ride

New York, NY/San Diego, CA, August 11, 2009 – This weekend, if you run into the Ecotrip team during Summer Streets, they will try to sell you on one thing – riding a bike for free.

The San Diego based business has accepted an invitation from the New York Department of Transportation to participate in its Summer Streets event and demonstrate their automated bike share station. At the Ecotrip bike station this weekend, city residents and visitors will be able to check out a bike and take it for a spin, free of charge. Over the last ten years bike share programs have sprung up in over 100 cities worldwide – transforming the way people travel in urban communities – but such programs have yet to go big in the United States.

“In many ways, New York is the perfect city for a bike share,” said chief operating officer Jonathan Sobin. “The population density, flat terrain, and existing public transportation network are ideal compliments to a city-wide bike share. Ecotrip has the potential to revolutionize the way people commute in New York.”

The Collegiate Bicycle Company, an Ecotrip partner, will be demonstrating the bike station and offering free rides this Saturday morning on 25th Street between Park and Lexington, in the afternoon at Madison Square, and on Sunday at McCarren Park in Brooklyn. They will also be raffling off an officially licensed University of Hawai'i cruiser to a lucky rider.

“Ultimately, our mission is to improve the quality of life in city and university communities through sustainable transportation,” said CEO Erik Camp. “On demand bicycles have been proven to reduce traffic and emissions, increase local business, and improve health. This weekend will be a great step toward achieving those goals”

The Collegiate Bicycle Company will be launching a bike share program in September with the University of California Irvine, and has been selected as the preferred vendor for a program slated for this spring in New Haven, CT in partnership with the City of New Haven, local universities and hospitals. The company has also supplied custom university bikes to programs at Mississippi State University, the University of Utah, Franklin and Marshall University, and a new program starting this fall with the New York Institute of Technology.

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The Collegiate Bicycle Company – headquartered in San Diego, California, is a bicycle design, wholesale, and consulting company specializing in sustainable transportation solutions for colleges and universities. CBC's goal is to provide quality, affordable, and enjoyable means of transportation specifically tailored to each community. CBC provides officially licensed college bikes, custom bike programs for universities, and its automated bike share equipment, Ecotrip. For more information about The Collegiate Bicycle Company and Ecotrip, please contact us at 858-272-2476.