

Trek Travel Introduces Trek's Ride+ Electric Assist Bikes to Cycling Vacations

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Trek Travel, industry leader in personalized, cycling vacations, is pleased to announce that they are now offering Trek's Ride+ electric assist bikes to their guests. By being one of the first tour companies to offer a bike with a motor and battery, Trek Travel is opening up a new world of cycling vacations to a wider range of riders. Now anyone can enjoy the freedom of a bike.

Madison, Wisconsin (PRWEB) January 26, 2010 -- Trek Travel, industry leader in personalized, cycling vacations, is pleased to announce that they are now offering Trek's Ride+ electric assist bikes to their guests. By being one of the first tour companies to offer a bike with a motor and battery, Trek Travel is opening up a new world of cycling vacations to a wider range of riders. Now anyone can enjoy the freedom of a bike.

"We want to get as many people as possible passionate about riding a bike," says Trek Travel President Tania Worgull. "Trek's Ride+ bike makes climbing the hills of Tuscany or riding along side your more avid partner a more enjoyable experience."

Trek Travel first used Trek's Ride+ bike on a 2009 Tour de France Alps vacation, when one of their guests, Heidi, injured her ACL and had to have reconstructive surgery only a few months before the vacation. After considering a number of options to avoid cancelling her vacation, the Ride+ bike provided the best solution. With the boost Heidi could still ride the mountains, while not damaging her knee. Not only did Heidi participate in every ride, other riders were left in her dust as she rode up Ventoux! Most importantly, the bike's sleek design makes it look like a regular hybrid bike, concealing her electric powers.

The Ride+ works off of a battery and Syn Drive motor. As the rider is pedaling, they can adjust the Syn Drive electronic motor management system to determine which of the 4 levels of assistance they desire. All they do is determine the level, engage and go.

The Ride+ electric assist bike will be available in limited edition on any Trek Travel vacation with the exception of avid and race trips.