

Beat the strike, get a bike

Submitted by: Evans Cycles

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48hr tube strike to take place from 9th – 11th June

London, Friday June 5th 2009 – With the RMT union striking for 48 hours from the 9th until the 11th of June millions of Londoners can expect to see their daily commute go down the tube.

However, there is one group of commuters who won't be giving a moments thought to the latest industrial action - the legions of bicycle riding (<http://www.evanscycles.com/>) commuters who cycle to work in the capital.

"Ever since the strike has been in the news we've been hectic." said Tim Rees, manager of Evans Cycles largest store at Spitalfields. "Commuters are fed up with the reliability of London's transport and the sweltering conditions of the tube."

Beat the strike, get a bike - 10% discount

London's largest cycle retailer, Evans Cycles is helping people to convert to two wheels and avoid the stress and strain of the tube strike, offering customers a 10% discount on bikes.

To claim your 10% discount visit the Evans Cycles website: Tube Strike (<http://www.evanscycles.com/news-and-events/tube-strike>).

Ben Hart, Evans Cycles Marketing Manager says, "We always see an increase of sales surrounding tube and rail strikes as Londoners try cycling to beat the strikes, realise how quick and easy it is and keep cycling instead of going back to the daily drudgery of the tube."

Strike busters

A popular choice amongst London commuters, folding bikes

(<http://www.evanscycles.com/categories/complete-bikes/folding-bikes>) offer all the advantages of full size bikes but can be folded down and carried on public transport. Storing folding bikes is also much easier as they fit under your desk at work and take up less space at home.

The Pinnacle Journey 1.0 (<http://www.evanscycles.com/products/pinnacle/journey-10-folding-bike-ec000915>) folding bike has 3 gears, mudguards and rack, and the same riding position as a full size bike.

Why not try something different and get yourself a single speed road bike

(<http://www.evanscycles.com/categories/complete-bikes/road-bikes>). The current trend for fixed wheel bikes means there has never been so much choice from manufacturers. The Specialized Langster (<http://www.evanscycles.com/products/specialized/langster-polish-2009-road-bike-ec016877>) road bike boasts fixed and freewheel options but still has brakes for better control.

A great all rounder, the Scott Sportster P5

(<http://www.evanscycles.com/products/scott/sportster-p5-2009-hybrid-bike--ec016360>) is packed with practical equipment with the option to fit mud guards and a bag carrying pannier rack. Larger wheels and

slick tyres help riders stay agile and speedy on the streets.

For those looking for lashings of cool, the Pashley Tube Rider (<http://www.evanscycles.com/products/pashley/tube-rider-hybrid-bike-ec002650>) is perfect for cruising around town and arriving at work chilled and relaxed.

Using a bicycle for your regular commute is not only an excellent way of beating the tube strike, but also a means to a happier, healthier lifestyle and certainly beats using overcrowded public transport!

Evans Cycles cycle to work scheme (<http://www.evanscycles.com/ride2work>), Ride2Work, has been developed to help businesses take advantage of the government's Green Transport Plan.

Benefitting from some unique tax incentives, the Evans Cycles Ride2Work programme can take care of everything; the bike, the accessories, the servicing, the advice and administration, allowing employees to save around 50% of the price of a new bike.

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Notes to Editor:

- Evans Cycles are the UK's largest specialist cycle retailer currently operating 34 stores nationwide and the UK's largest cycling mail order & e-commerce service www.evanscycles.com. Evans Cycles product range spans every cycling discipline including mountain biking, road cycling, leisure riding, kids bikes, BMX, commuting and more.
- Evans Cycles are working with employers with their Ride2Work programme which takes advantage of the government's Green Transport Plan allowing all British employees to save around 50% of the price of a new bike.

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