



BIKE
SWITZERLAND

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Press Release

Bike Touring in Switzerland Easier than Ever

Until recently, bicycle tourists in Europe could tour solo and struggle with maps and heavy panniers or purchase an expensive tour package. In Switzerland there is now one easy option.

Bike Switzerland is an outfitter in Geneva that gives cyclists everything they need: quality bikes, gear, accommodations and GPS systems with programmed routes and cultural information. No unfolding maps and missing turns, riders just keep following the red line on their GPS. The unit signals the sites and leads bikers directly to their hotel.

Bike Switzerland's luggage transfer network means no bike bags to carry. The only hard part is pedalling.

Originally from Iowa, John Klemme has been running bicycle tours in Switzerland for over five years and is optimistic about the future. « *This economy has helped our business* », John says. « *Regular tourists are understanding that this is a cheap, safe and sustainable way of exploring Europe. We can sit down and work out an itinerary for anyone based on fitness level or area of interest.*

Indeed with 9 different national cycling routes criss-crossing the country, bikers in Switzerland have a lot of choice. And at \$990 dollars for a 9-day tour, Switzerland may soon be a well-known budget travel destination !

More information and high resolution photos available upon request.