



Cambridge, Massachusetts – Daily routines can easily become hectic and overbooked, leaving you feeling time constrained. Workouts and other physical activities are the first things compromised and thrown aside in an effort to recoup sanity. Recognizing the difficulties that most people have with managing their busy schedules, Montague Corporation, a Massachusetts based bicycle manufacturer has launched SwissBike™, a line of bicycles that targets one of the most stressful aspects of the day, the daily commute. SwissBikes are full-size bikes, with full-size performance and comfort, but they fold to fit in the trunk of a car, on the train, or in a closet. The multiple functions of these bikes neatly fill in the gaps that often cause people to write off cycling as a serious time management and commuting solution.

Meredith Miller of Montague Corp. can relate. “The morning and evening commute used to be the most stressful time commitments of my day. Trying to fit a workout in at the beginning or end of the day is not always ideal. But, with a SwissBike in the trunk, I can find a safe, often free, place to park outside the city and ride the rest of the way into work. By doing this I am able to cancel my expensive gym membership and combine my commuting time with my workout time. The 5-mile ride at the beginning and end of the day works perfectly to keep me in shape and clear my mind. Now I can look forward to my commute.”

Montague Corp. refers to this concept as “Drive and Cycle” and sees it as a step toward redefining park and ride. “With a SwissBike in the trunk, a whole new freedom of mobility comes into play” David Montague says. “When the traffic is slow, pull over and pull the bike out. What people don’t realize is that in the city, it is often faster to get around by bike than in a car. If the weather is bad, leave the bike in the trunk and stay dry.”

Each of the three SwissBike models can be folded in under 30 seconds without tools. An optional carrying case is available as well. This case is designed to keep the car or apartment completely clean and allows the bike to be carried via a convenient shoulder strap. For 2009, Montague introduced a refined commuter model, the SwissBike TX that offers 21-speeds, slick tires, front suspension, disc brakes, and the CLIX™ Wheel Release System (more at the website). The TX has an MSRP of \$699, a price that can easily be recuperated in gas savings and gym membership fees. Montague also offers other SwissBike models.

“The SwissBike range of bikes offers a great ride for all levels of riders,” says Jonathan Vandenberg, sales manager for the SwissBike. “The patented folding technology found in the SwissBike provides the cyclist with a great combination of performance and portability. At the same time these bikes are fun, healthy and good for the environment.”

SwissBike is a division of the Montague Corp., which is based in Cambridge, Massachusetts, and is dedicated to advancing cycling through the development of inventive technologies that provide its customers with an unprecedented level of convenience. Visit the website or call toll free 800-736-5348 for more information about SwissBike products and technologies.