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**YOTEL NEW YORK SHARES 'GREEN' WAYS TO EXPLORE THE CITY WITH CUSTOM  
BIKES BY MOTT STREET CYCLES  
SUMMER 2016**

New York, NY (April 11, 2015) – YOTEL New York is excited to announce its continued partnership with NYC's downtown-based bike and apparel brand, Mott Street Cycles. For the fifth consecutive year, YOTEL and Mott Street Cycles will team up to offer custom-designed bikes, available exclusively to hotel guests.

“Mott Street Cycles has been a fantastic partner to YOTEL New York, and we're excited to continue our bike program with them this year, allowing for a fun and eco-friendly outdoor experience,” said Jenn Williams, PR Manager of YOTEL New York. “We love to encourage guests to make the most of our central location, riding our signature bikes through Central Park and city streets for the ultimate New York tour.”

Mott Street Cycles is known for its ultimate custom bikes, built to optimize the outdoor experience and transportation in New York City while also creating truly unique, standout designs. YOTEL New York's model perfectly captures the brand with metallic gradient hand painted frames detailed with YOTEL's signature lozenge pattern. For safety and style, the models are equipped with Revolights, an innovative, award winning light system. The LEDs are programmed to detect speed and illuminate when oriented at the front or rear of the bicycle, offering an additional aesthetic element and increased visibility in one revolutionary design.

These new bike models will be added to the existing fleet of 'cruiser' models, comprised of three color variations – purple, green and white – and featuring hand-painted wood grain fenders, leather grips and leather saddles. The classic three-speed cruisers provide riders of all levels with seamless shifting for easy and enjoyable rides.

This season, the journey starts in Central Park, where bikes are located at West 67<sup>th</sup> Street and Central Park West at Bike and Roll: Tavern on the Green. Maps with bike routes of the Park are available for guests who would like to start their ride by checking out iconic sites such as the Central Park Carousel, Loeb Boathouse, and Strawberry Fields.

Reservations may be made at YOTEL's Mission Control, situated on FOUR.

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#### About YOTEL

Inspired by first class travel, YOTEL translates the language of luxury airline travel into small but luxurious 'cabins'. Uncompromisingly designed around guests, YOTEL City hotels are taking the essential elements of luxury hotels in smaller, smart spaces and deliver a sense of community with areas for co-working, social gatherings and exercise. Premium cabins include YOTEL's signature adjustable 'SmartBed' with luxury bedding, rejuvenating monsoon rain showers, relaxing mood lighting and 'techno wall' with smart TVs, multi power points and easy connectivity.

YOTEL currently operates three airport hotels in London Gatwick, London Heathrow and Amsterdam Schiphol airports; and one city hotel in the heart of Manhattan, New York. YOTEL is expanding rapidly with eight new hotels under development globally, including two new airport hotels set to open at Paris Charles de Gaulle Airport (2016) and Singapore Changi Airport (2018); and six new city hotels currently under construction in Williamsburg, Brooklyn (2017) Singapore Orchard Road (2017), Miami (2018), San Francisco (2017), Boston (2017) and Dubai (2018).

Founded by YO! Founder Simon Woodroffe OBE, YOTEL's HQ is in London and has offices in Boston and Dubai. Its major partner and shareholder is IFA Hotels and Resorts KSCC based in Dubai.

For More Information, please visit: <http://www.YOTEL.com>

[yotel.com](http://yotel.com)

#### About Mott Street Cycles Customs

Mott Street Cycles Customs is a local bike and apparel company based out of NYC's Chinatown in downtown Manhattan. MSC Customs assembles the finest personalized bicycles at an affordable price. Their products are built with a commuter friendly mindset and they work with each customer to create bikes that are smooth, affordable and built to last.

[msccustoms.com](http://msccustoms.com)

#### About Bike and Roll

Bike and Roll NYC is the county's premier bike tour and bike rental company. With 10 locations in New York City and a fleet of 2,000 well-maintained bikes, Bike and Roll NYC offers 7 guided bike tours that take guests to every must-see site in the city – Central Park, the Brooklyn Bridge, New York Harbour's Statue of Liberty and Ellis Island. Bike and Roll's exclusive My Way Pass allows guests to explore the city on their own with the flexibility to leave a bike or pick up a bike at any Bike and Roll location throughout the day. Riders can choose from Trek hybrid or race bikes. A variety of kid's equipment is also available. Bike and Roll provides two-wheeled access to every part of the city – a great adventure with lasting memories.

<http://bikenewyorkcity.com/>

### About Revolights

Revolights are the future of bicycle safety. Voted "The Greatest Bike Lights in the World." by Men's Journal because they are the first and only complete 360° lighting solution, providing a legal headlight, functional brake light and a dramatic increase in side visibility. See and Be Seen. [revolights.com](http://revolights.com)