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YOTEL INTRODUCES A NEW CYCLING EXPERIENCE TO GUESTS WITH MOTT STREET CYCLES FOR SUMMER 2015

New York, NY (XX, 2015) – [YOTEL New York](#) is excited to announce the continued partnership with NYC's downtown-based bike and apparel brand, Mott Street Cycles. For the fourth consecutive year YOTEL and Mott Street Cycles have teamed up to create a new line of stylish 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,” said Claes Landberg, General Manager of YOTEL New York. “Our guests enjoy exploring the city via bike, and we love seeing these unique models on the streets and in the park.”

Mott Street Cycles known for offering the finest customized bikes have designed three new single gear, co-branded models. These signature designs reflect the YOTEL brand, featuring metallic gradient handed painted frames detailed with YOTEL's signature lozenge pattern. 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 both lighting and sighting in one revolutionary design.

These new bike models will be added to the fleet of ‘cruiser’ models that were designed for YOTEL New York last year.

This season, the journey starts in Central Park, where bikes are located at **West 67th 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 popular sites such as the Central Park Carousel, Loeb Boathouse, and Strawberry Fields.

Reservations may be made at YOTEL's concierge desk next to 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 a 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 luxury bedding, rejuvenating monsoon rain showers, relaxing mood lighting and YOTEL's signature adjustable 'SmartBed' and 'techno wall' with smart TVs, multi power points and easy connectivity.

Conceived for busy international travellers, YOTEL Airport hotels provide everything for a guest to relax, refresh, sleep and connect within global transportation hubs. Guests may choose exactly what time they would like to check in and out, giving total flexibility to travellers in transit, staying the night before an early departure or to freshen up on arrival before a meeting in the city.

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 seven 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 five new city hotels currently under construction in Williamsburg, Brooklyn (2017) Singapore Orchard Road (2017), Miami (2017), San Francisco (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.

<http://www.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.

www.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/>