



Media Contacts:

DKC

212-685-5171

YOTEL@dkcnews.com

YOTEL NEW YORK ANNOUNCES 2014 BIKE PROGRAM WITH MOTT STREET CYCLES CUSTOMS

New York, NY (May 6, 2014) – In celebration of National Bike Month in May, [YOTEL New York](#) is pleased to announce the continuation of its partnership with local bike and apparel company, [Mott Street Cycles Customs](#) (MSCC; formerly STRADA CUSTOMS). This summer, guests of YOTEL New York will once again have access to specially designed bikes, allowing for a fun and eco-friendly outdoor experience along the city bike paths.

“We are excited to continue our partnership with Mott Street Cycles Customs and once again offer our guests opportunities to explore New York City from a different perspective in a fun and environmentally friendly way,” said Claes Landberg, General Manager of YOTEL New York. “The team at MSCC truly captured the personality of YOTEL in their 2014 cruisers and we look forward to seeing our guests take them to the streets.”

Mott Street Cycles Customs is known for offering the finest customized bike creations. Specially designed for YOTEL guests, the hotel’s brand new fleet of bikes is comprised of three color variations – purple, green and white – and, hand-painted wood grain fenders, leather grips and leather saddles. The classic three-speed cruisers provide riders of all levels with seamless shifting for enjoyable and easy rides. For travelers on the go, the bikes come with rear racks to place bags for picnics or shopping.

YOTEL New York’s stylish MSCC bikes are exclusively available for guests staying at the hotel and can be reserved at YOTEL’s concierge desk next to Mission Control, situated on FOUR. The bikes are stored at [Bike and Roll](#), America’s leading bicycle rental and tour company, which is located at Pier 84, along 12th Avenue in midtown Manhattan, just 2 short blocks walk from the hotel.

To kick off this exciting partnership, YOTEL New York will be hosting a launch party on its outdoor Terrace on Wednesday, May 7th from 6:30-9:30PM. Attendees will have the

opportunity to see the new bikes, meet the MSSC team while enjoying the sounds of a DJ.

YOTEL guests who ride the bike cruisers are encouraged to show off their New York City adventures by posting photos of their bike routes and experiences to Instagram. Guests who post a photo using hashtag **#YotelCruiser** will be entered to win their very own Mott Street Cycles Customs bike. Full contest details are available at [Facebook.com/YOTELHQ](https://www.facebook.com/YOTELHQ). For more information about YOTEL New York, please visit yotelnewyork.com.

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About YOTEL

YOTEL was created by founders Simon Woodroffe and Gerard Greene. Inspired by first class travel, they have translated the language of luxury airline travel and Japanese influence into a small but luxurious cabin. YOTEL's first city centre location 2 blocks from Times Square at 10th Avenue and West 42nd Street features 669 stylish cabins. 'Premium' cabins come with convertible beds for saving space, monsoon showers, technowall with TV and MP3/iPOD connectivity, workstation and free super strength WiFi. For the 'extra' factor there are 19 'First' cabins, some with private outdoor terraces and hot tubs and three 1,100 sq.ft .VIP 2 cabin suites with 360 degree views, rotating king size beds and dining tables that convert to a billiard table! YOTEL New York is home to YOBOT, the world's first robotic luggage concierge, and 'FOUR' with 20,000 sq.ft of flexible entertainment space with partner China Grill Management that includes East & West in the Club Lounge, Dojo event space and New York's largest outdoor hotel terrace and Studio for meeting, cinema screening and parties. YOTEL New York received its LEED "Gold" Rating from the U.S. Green Building Council in 2012, signifying the hotel's dedication to environmental initiatives. YOTEL currently operates three terminal airport properties at London Heathrow, London Gatwick and Amsterdam Schiphol and will be opening a 600 cabin property on Orchard Road, in the city centre of Singapore in 2018.

Twitter: @YOTELHQ

Facebook: [facebook.com/YOTELHQ](https://www.facebook.com/YOTELHQ)

Blog: yotelnewyork.com/blog

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 11 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, with quadcycle, tricycles, and cruisers available on Governors Island. Kids' 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/>