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YOTEL NEW YORK LAUNCHES ITS SUMMER 2013 CUSTOM BIKE PROGRAM FOR GUESTS IN CELEBRATION OF THE CHINESE 'YEAR OF THE SNAKE'

New York, NY (May 13, 2013) – In celebration of Bike Month, **YOTEL New York** will launch its 2013 bike program in collaboration with NYC's Chinatown-based custom bike company **STRADA CUSTOMS**, offering hotel guests a fleet of specially designed bikes to use as an amenity throughout their stay. Now in its second year of partnership, STRADA Customs and YOTEL continue to embrace the growing 'fixed gear' cycling culture in Manhattan. Curated by Stink Grenade Studios, STRADA Customs worked with YOTEL to build 6 co-branded bikes.

STRADA founders Cory Ng and Tommy Leong are celebrating the 2013 Chinese calendar's *Year of the Snake* with brand new snakeskin printed leather seats in rich colors including raspberry, gold and silver combined with frame colors including grey, navy and sky blue creating a one-of-a-kind look exclusive to YOTEL.

On Thursday, May 23, YOTEL invites the public to their outdoor terrace to celebrate the launch with an evening of live bike building with STRADA CUSTOMS while enjoying a DJ under the stars of the city. The terrace is located on the fourth floor of YOTEL located at 570 Tenth Avenue at West 42nd Street. Guests will be able to enter to win a STRADA Customs bike by following @yotel on Instagram and posting a picture of the new YOTEL x Strada bikes with hashtag #yotelxstrada.

Whether YOTEL guests are regular or occasional bike riders, YOTEL's STRADA fixie bikes will provide guests with the kind of cool, recreational experience that is integral to the New York City lifestyle. STRADA creates and assembles personalized bikes to match the needs and wants of their customers, never compromising on quality. Built from 4130 Chromoly, STRADA's track bikes are strong and lightweight, built for speed and comfort.

YOTEL New York's custom-made STRADA bikes are exclusively available for guests staying at the hotel and stored at **Bike and Roll** at Pier 84, along 12th Avenue in midtown Manhattan. They must be booked at YOTEL's concierge desk next to Mission Control.

Bike and Roll is America's leading bicycle rental and tours company that offers great rides, fun tours, and quality rental equipment.

ABOUT YOTEL

YOTEL was created by YO! founder Simon Woodroffe and YOTEL CEO 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 sqft 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 sqft of flexible entertainment space to include 'Dohyo' restaurant, Club Lounge surrounded by private bookable cabins and DJ at the weekends, New York's largest outdoor hotel terrace and Studiyo 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.

yotelnewyork.com

Twitter: @YOTELHQ

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Blog: yotelnewyork.com/blog

ABOUT STRADA CUSTOMS

STRADA Customs was founded in April 2011 by Cory Ng and Tommy Leong and operates in NYC's Chinatown. In less than two years, STRADA Customs has grown exponentially with heavy local interests and with their user-friendly e-commerce program; they are now shipping customized Fixies all over the world. From the frame of their Fixies to accessories, STRADA Customs manufactures everything and the Fixies are all hand built in their shop.

stradacustoms.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.

bikenewyorkcity.com

ABOUT STINK GRENADE STUDIOS

Stink Grenade Studios is a young NYC-based creative agency specializing in street culture based brand initiatives. Founded by Andy Kim in May of 2011, SGS offers a wide array of creative services ranging from design to web development to visual arts. Located in Chelsea of Manhattan, SGS strives on the quality of their work and brings in important elements of authenticity to every program developed under their belt.

stinkgrenadestudios.com