



## **Roula, the Premium Cycling Concierge Service announces Pinarello US Partnership.**

New York, April 2019

Traveling cyclists now have a smarter, simpler, more efficient way to have a great ride with an innovative new service from Roula, the high-end bike concierge service in New York City. Roula's team helps busy traveling cyclists have a stress free, healthy and enjoyable cycling experience when away from home and without their bikes. Whether for business or for pleasure, Roula allows cyclists to reserve premium bikes, have them delivered to their hotel, and conveniently pursue their cycling passions even when away from home.

Mark Voysey, CEO Roula, commented, "We're delighted to announce our latest brand partnership with the team at Pinarello US to provide the incredible range of world famous Dogma F10 bikes as well as the new Grevil+ and Dyodo e-road bikes from the premier brand in the category. This is an exciting opportunity on one of worlds busiest bike paths to provide cyclists with exceptional biking experiences utilizing best-in-class products for riders as well as corporate partners. Pinarello is instantly associated with success and luxury, having won 14 Tour de France's in addition to making some of the world's most beautiful bikes. We're thrilled to be able to offer such quality to our community and member base. Pinarello's profile sits perfectly alongside established Roula partners such as the Classic Car Club, IWC, Soho House, Greenwich Hotel, FlyBlade and others in the premium luxury space."

David Vigil, President Pinarello US, stated: "We're excited to be working with innovative partners like Roula, who is leading the charge in providing interesting new experiences in the cycling space. From its NYC location on the west side highway bike path Roula offers a great service for cyclists, both those traveling and those local to NYC, and we'll glad more riders will have the chance to experience the amazing and differentiated feel and performance that our bikes provide."

## **About Roula:**

Based in New York City on the World's busiest bike path, Roula specializes in delivering the ultimate efficiency for the traveling cyclist by connecting cyclists with high-end bikes (and guides) wherever they may travel.

'Roula' derives from 'Roul'eur: the all round best support rider in the Peloton, with: 'A'erodynamic efficiency = Roula.

Mission; to make life easier for the traveling cyclist.

Check out the [Roula.cc](http://Roula.cc) to rent the best bikes in NYC, join the VIP membership for brand partner benefits, weekly rides, and visit the Roula Café at Pier 76, 408 12<sup>th</sup> Ave, NY, NY 10018 opposite Hudson Yards on W 34<sup>th</sup> St.

[info@roula.cc](mailto:info@roula.cc) for more details.

## **About Pinarello:**

Cicli Pinarello is one of the most famous and winning bike manufacturers in the world. Founded in Treviso (Italy) in 1952 by Giovanni (Nani) Pinarello, its focus was to produce the highest end racing bikes. The name, Pinarello, recalls legendary victories of the greatest cyclists of all time: since 1975, the first victory in *Giro d'Italia* with *Fausto Bertoglio*, Pinarello has won all of the most important races in the world, including *Olympics*, *World Championships* and the *Tour de France*.

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