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Bike Riding Employees Cut Costs and Stay Healthy.

CAMBRIDGE, Mass. – Summer 2010 – With the current state of the economy at the center of the evening news, it's no secret that employers are paying closer attention to the bottom line. Many are searching for an easy way to save money while increasing efficiency around the workplace. Now, a growing number of businesses are looking toward alternative commuting methods as a way to help.

[Montague Corporation](http://www.montaguebikes.com/) (<http://www.montaguebikes.com/>), a Cambridge, MA based folding bicycle manufacturer, has recently developed a concept and a product that offers a uniquely effective solution reducing corporate costs. Montague president, Dave Montague explains. "The daily commute is often overlooked as a starting point for a significant company wide economic change. What many employers don't know is that by introducing a corporate bicycle commuter program, they stand to reduce health insurance costs, increase employee productivity, and move toward a more sustainable existence. It's a small investment that has the potential to significantly reduce overall costs."

Still, Montague acknowledges that simply jumping on a bike and pedaling off to work can be a far reach for many Americans as long distances, adverse road conditions, and bad weather can all get in the way, let alone asking that people give up the comfort of their car.

Recognizing the difficulties that most people have with taking the first step toward bicycle commuting, Montague launched a new line of 700c folding bikes that allow people to choose to the moment how they would like to travel or commute. The Montague line of road bikes are full-size bikes, with full-size performance, but they fold to fit in the trunk of a car, on the train, bus, or even in a cab. The

multiple functions of these bikes neatly fill in the gaps that often cause people to write off commuting by bike.

“In practice, the [Montague Navigator](http://www.montaguebikes.com/navigator-folding-commuter-bike.html) (<http://www.montaguebikes.com/navigator-folding-commuter-bike.html>) addresses many of the major hassles of commuting to work” explains David Montague. “Most people’s commute to work is farther than they feel comfortable riding a bike. In this case, you simply put a Navigator in the trunk of your car, drive part way to work, park, and pull out your Navigator for the rest of the ride. And if the day is not nice, or you don’t have the energy, simply leave the bike safe and dry in the trunk until another day. We call it Drive and Cycle commuting. It’s easy, it’s good for you, and it’s a manageable step for most people.”

By adopting the concept of Drive and Cycle commuting in conjunction with the new line of road bikes, companies can expect to see numerous benefits emerge. With employees parking away from the office, less money needs to be spent on parking infrastructure and traffic is reduced around the job site. With more employees exercising on a daily basis, overall fitness will improve, which in turn can dramatically reduce healthcare costs. Also, as numerous studies have shown, the more active and healthy a person is, the more productive they are.

The Montague Corporation is based in Cambridge, Massachusetts and is dedicated to advancing cycling through the development of inventive technologies that provide its customers with an unprecedented combination of performance and convenience. Visit www.StartCommutingByBike.com for more information on the Drive and Cycle program. Visit www.MontagueBikes or call toll free (800) 736-5348 for more information about Montague bikes.

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