

## **Press Release Dahon 05 – Turkey Cruise**

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### **A Novel Concept in Adventure Tour Packaging: Sail on a Yacht; Take Home a Dahon Folding Bike as a Souvenir**

Sailing may be an ideal way to travel on water, but when it comes to exploring what's on land a sailor often has limited transportation options. Dahon, the world's largest folding bicycle manufacturer, long ago addressed this issue with its portable bikes, but is now introducing the concept to a wider audience of adventure travelers. Adding value to tour packages, Dahon folding bikes are being included in the cost of selected adventure trips.

The idea was successfully tested last September during a ten-day sailing cruise along the Turkish Riviera – from Antalya with stops in Kalkan, Pater, and other ports – when Dahon supplied folding bikes to all 80 passengers participating in the tour. Passengers of various ages and abilities were each given a bicycle, along with assembly instructions (the folding process takes only 15 seconds) and safe cycling tips. Then, over the course of the journey during port stopovers, they pedaled under their own power on five different daylong sightseeing trips ranging from 25- to 45-kilometers.

“Sightseeing from the saddle gives you more time to see and smell and hear the land and the people,” said Joshua Hon, VP Marketing Dahon. “You can stop any time you want when you see something interesting and perhaps the best part is that you don't have to sit crammed inside a sweaty tour bus.”

There are additional advantages of traveling with a folding bike: the bikes fold small enough to fit into a standard luggage-size bag so they are also accepted by airlines at no extra cost; the bikes save space onboard a boat; and, with six speeds the bikes allow for exploring varied terrain while onshore.

For this inaugural adventure Dahon teamed up with IOS Journeys, a Munich, Germany-based travel agency; the Cyclists Foundation of Germany (ADFC); and Bavarian Television and Broadcasting (BR).

“This was a pioneering event,” said Inge Volkert of IOS Journeys. “The response was so positive we will definitely be including more packages like this in our 2005 line up.”

The demand is likely to be further increased because of the television exposure the trip received. Bavarian Television and Broadcasting sent a camera crew on the tour and aired a daily, 30-minute travel documentary as well as daily live radio segments.

Land and sea combination adventures may not be new, but the inclusion of a bike in the travel fare is, and will likely continue to be, a strong selling point. Said Karsten Slama, spokesperson for the ADFC. “The bonus is you not only enjoy the folding bike during your vacation, you get a valuable souvenir you can use when you get home. And this will make more people aware of the fun of using a bicycle in everyday mobility.”

The Dahon Impulse D6 has a suggested manufacturers retail price of 329,- euros. For more information on the Dahon bike range, and to view a video clip of the tour, log onto [www.dahon.com](http://www.dahon.com).

Dahon is committed to creating green mobility solutions for people who live active, environmentally-friendly lifestyles. In 1982 Dahon ignited the folding bicycle revolution with the introduction of the Dahon Folder, the forefather of the modern-day folding bicycle. Dahon is the world leader in folding bicycles and is headquartered in California, with factories and offices in Taiwan, Macau, and China.