

## **FOR IMMEDIATE RELEASE**

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## **Dutch Bicycles get a North American Make-Over fit for the Runway**

Historic Dutch bicycle maker Batavus (est. 1904), has paired with Toronto-based distributor Fourth Floor Distribution to create something new: A European city bicycle designed specifically for North American conditions and for riders who are not willing to trade their personal style for all-weather gore-tex.

The Batavus Fryslan is the product of a healthy and happy business relationship between the Canadian distribution company and one of their most successful bicycle lines. Fourth Floor has been tirelessly introducing beautiful European city bicycles to an intrigued North American Market.

“The Fryslan is a response to the concerns of our customers, “ says Eric Kamphof, manager of Fourth Floor. “The North American idea of cycling seems limited to either extreme mountain biking, or tour de france athleticism. Holland’s cyclists are a third category altogether: their bicycle is their car. There is no reason this cannot happen in Canada, in fact it is happening. We see it every day”.

The Fryslan takes the iconic Omafiets or “granny bike” frame and adds to it 5 speeds, coaster and handle brakes, and a whole lot of style. “Holland is flat. North America is not. The 5 speed internal gear hub is adapted to the gentle hills of cities like Toronto, Montreal, Chicago, New York, LA,” Kamphof elaborates. All Batavus’ can be ridden in suits and dresses, he insists. “The chain case is covered completely. This is an all-weather bike that will keep you dry, grease-free and stylish”.

Stylish indeed. The Fryslan’s sports a glossy black frame with the vintage Batavus logo in gold, sports cream coloured tires and shiny chrome; truly a bike made to match a great trench or beautiful heels. “This is a bicycle that does not require special sports gear to ride it, “ Kamphof jokes, “I used to tell people this was the ‘no-spandex’ cycle, but now that spandex is back on the runway...”

The Fryslan is available immediately across North America through Fourth Floor Distribution; use their website to find the dealer closest to you. <http://www.onthefourth.com>

## **Further Information**

Fourth Floor Distribution: <http://www.onthefourth.com/>  
North American Dealer Finder: <http://www.onthefourth.com/dealers.html>  
Bespoke Cycling Lifestyle Blog: <http://bespoke.onthefourth.com/>  
Batavus Website: <http://www.batavus.com/>