

FOR IMMEDIATE RELEASE

Contact: Eric Kamphof, Fourth Floor Distribution
Toronto Local: +1 416 928-6582
Toll Free: 1-866-965-6582
Email: eric@onthefourth.com

Koga Miyata Now Available in North America

Effective immediately, Fourth Floor Distribution will begin distributing the Koga Miyata bicycle line across North America.

While the Koga city bikes are certainly consistent with Fourth Floor's image as a North America's first specialty city bike distributor, the temptation to bring in the road and trekking bikes was simply irresistible. "We've visited the Koga plant nearly three times in the last four years and were always blown away by the almost excessive attention to testing and meticulous detail", says Eric Kamphof, Fourth Floor's General Manager, "we thought it might be fun to inject the North American bike scene with some Dutch quality."

Koga is famous the world over for its rigorous testing. "Quality in Holland is approached scientifically, and the Koga is designed to be the most empirically proven product on the market" says Kamphof, "it's not everyday you see white lab-coat scientists designing and testing bikes." However, what happens in the lab is always removed from real life. "Not too many companies hire a professionally paid world bike tourist," says Kamphof. Indeed, Koga employs Tilman Waldthaler, a grizzled straight-shooting gentleman who has toured over 500,000 km on a single Koga World Traveller. Koga also employs Theo Bos, the world's fastest track racer who rides the Kimera - a bike that took over a million dollars to develop. In 2009, the Skil-Shimano brought Koga bikes to the Tour de France, raising the profile of the Koga brand across the world.

Koga began in 1974 through a partnership with Miyata in Japan, who at that time was building the worlds finest steel frames with their proprietary brazing techniques. Today, the company is owned by the Accell group, who also owns Fourth Floor's flagship brand, Batavus. In fact, Koga was started by the son of Andres Gaastra, founder of Batavus. Few people know that Koga was solely responsible for first bringing Shimano parts to Europe, introducing a level of quality that corresponded with Koga's own set of commitments. "Koga represents a lot of history and influence in Europe," says Kamphof, "and we think they can do the same in North America too."

Quality, innovation and design have always been the hallmarks of Koga products, and this is seen from their new Bergmonch downhill bike, which converts into a backpack, or their partnership with Spyker cars, which produced the stunning limited edition \$13,000 Aeroblade bicycle (one of the few bikes to ever win the prestigious RedDot award). Today Koga offers consumers a whole new level of choice with their innovative

More...

Signature line, an internet based ordering system that allows consumers to completely custom spec their bike online with delivery in less than a month.

The first container of Koga bikes arrives in early April. The bikes will be distributed across North America through exclusive retailers. “We opened up North America to European city bikes with a strict ambassador-shop model utilizing highly defined territory and a demand for commitment and passion,” says Kamphof, “we are looking for the same in our Koga retailers.”

For more information, contact Eric Kamphof toll free at 1.866.965.6582 or eric@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/>
Koga Miyata: <http://www.koga.com>

Hi-Resolution images available upon request.