

# AUSTRALIAN **RoadRIDER** THE REAL RIDE

Media Release  
June 10, 2009

## Roadrider.com.au launched

The publishers of *Road Rider* and *Road Rider's Cruiser & Trike* have announced the launch of roadrider.com.au, a new website for the active biking community.

The site offers several key services:

- Bike news from around the world.
- Blog for people who just can't get enough of The Bear's adventures.
- Referencing of key travel, gear and bike stories.

"*Road Rider* readers are used to getting quality information about motorcycles, travel and gear from our magazines, but the website allows us to venture into news," commented editor, Peter Thoeming. "The news plus the interactive features are genuine points of difference in the market."

To date, the most popular sections have been the travel stories and bear blog.

### Why a website?

"Put simply, there are mag people and there are web people," commented Associate Publisher Janice Williams. "The website gives us an opportunity to make sure we are reaching people who are in the web habit, plus also offer a better service to those who are mag people but are currently going elsewhere for news.

"The website also presents readers a chance for interactivity with others in the biking community. We will be exploring this more and more as the site evolves, as road bike riders function as a genuine community.

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