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JOIN THE DROP-ON LIFESTYLE, BUT DON'T SPOIL THE COUNTRYSIDE

With the evenings getting lighter and the days warmer, an increasing number of people in the West Midlands are heading out to the countryside in their spare time to get a little exercise and make the most of the fresh air and beautiful scenery.

“With healthy living becoming an increasing priority for people in the UK, many are realising that walking or cycling in the countryside offers a cost-effective way of exercising,” said Glenn Cook of Drop-On Carriers.

The company has just launched a flexible new bike carrying system, called FreeSpace, that is also ideal for walkers, golfers, sailors and caravanners who are planning a day out.

“Whether taking a stroll or preferring to get on a bike, it is vital that the countryside is treated with respect so that people can continue to enjoy its pleasures in years to come,” continues Cook.

For outdoor pursuits this spring, Drop-On-Carriers, is reminding people to consider the countryside code by following its top five rural rules:

1. KEEP IT CLEAN

One of the beauties of the countryside is the lack of litter lying around. To keep it this way, make sure all rubbish is deposited in bins or taken home with you. Remember, most importantly, that litter can prove lethal to wildlife.

2. LAND AHOY

Many public foot and cycle paths cross farming land and most farmers are happy that people can enjoy their ‘property’. However, common courtesy must be applied, so make sure you stick to the designated paths, ensure gates are left shut and use styles where you can.

3. IN THE DOG HOUSE

It's great to be able to walk the dog in the countryside. But remember, it is vital that they are kept on a lead through fields where livestock is present, for the safety of animals and indeed, your dog!

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4. FOLLOW THE PATH TO SUCCESS

Cycling in the countryside can be great fun, particularly when you're able to leave the road and travel along pathways. However, it is important to stick to designated routes and avoid cutting corners, as this can lead to path erosion and damage to plants and wildlife in the surrounding area.

5. SAFETY FIRST

It is better to be safe than sorry when visiting the countryside. If cycling, check your bike before setting off and take a repair kit. Whether on foot or bike, know where you are going, take a map and carry waterproofs, as it is surprising how easy it is to lose your way, particularly in wooded areas.

"With just a little consideration and care, more people in the UK can reap the rewards of the great British countryside," concludes Cook.

Launched last month, the Drop-On Carrier has been designed to quickly and easily fit onto any vehicle with a tow bar – making it safer and less hassle to fit than conventional strap-on alternatives and mini-trailers. The robust Drop-On Carrier system comes in two models - FreeTail is made from tubular steel, while the latest version, FreeSpace, comes in stylish, lightweight aluminium.

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For more information or high resolution images, please contact St. John White, Jessica Phillips or Richard Postins at Prova on 01926 776900.

Notes to editors

- Drop-On Carriers was acquired by Coventry-based DCM limited in early 2005.
- All products in the Drop-On Carrier range are manufactured in the UK.
- The new product range has been designed and manufactured by DCM Ltd, which has a manufacturing facility at Coventry.
- DCM is a well-established business in the engineering sector, manufacturing precision components for the automotive, electrical and general manufacturing industries.
- For a full list of distributors and prices go to www.drop-on.com