

Get on your bike to save pounds...literally

In response to the threat of a growing 'supersize' nation, highlighted continually in the media, the resounding answer from the experts is to eat a balanced diet and exercise – it's not rocket science.

With the evenings getting lighter and the days warmer, Drop-On Carriers' Nigel Stokes believes there really is no excuse for those who can cycle to get on their bikes and enjoy a little fresh air and healthy living: "Rather than staying in the confines of a gym during the summer, cycling offers people the opportunity to get out and about, see new places and exercise at the same time.

"In fact so keen are we to encourage people to go out on their bikes, that we are offering a 10% discount on all Drop-on Carrier bicycle transporters for the Summer months – June to August – to enable people to travel to the countryside to combine fresh air with gentle exercise."

The new Drop-On Carrier system is designed to fit quickly and easily onto any vehicle with a tow bar. The robust system comes in two models - FreeTail is made from tubular steel, while the latest version, FreeSpace, comes in stylish, lightweight aluminium. Both systems can accommodate up to four bikes and can be easily adjusted to carry a range of other items, including golf clubs, sailing gear and horse tackle.

Nigel Stokes concludes: "Saving pounds and losing pounds at the same time usually comes with a catch but we feel that promoting the benefits of exercise and helping people on their way to healthy living is an important role for all companies working in the leisure sector."

Ends.

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 more information visit www.drop-on.com