



## *The only site a biker will ever need*

When a biker wants to know everything about his machine, when he is stuck with a problem, when he wants to gather knowledge on the next motorcycle he will buy, or just wants to chat about his hobby, organize a trip, read how other bikers' fared on the mountain passes he found on the map – well, then the biker feels generally very, very lost if he turns to the internet. The web is just too huge, and it is mostly filled with electronic noise to the brim. But there must be a site which works...

Well, there is one. It's [mbike.com](http://mbike.com), better remember it.

There is nothing like it for bikers on the net. What about other sources? Magazines, books? Come on, that's 19th century stuff.

What is here? **Motorbike specs** (12 000 of them), **high-res factory pictures** (35 000), a bikers' WIW-site, **bikers' own garages**, user reports on bikes, self-organizing groups, **photo galleries**, a Google-based **route planner** in which milestones can be installed with pictures and text, to which diaries and blogs may also be linked with picture galleries. After the planning is ready, the route may also be downloaded to the user's GPS. And this is just the surface, because the site is so immense, you can easily get lost. If you really want to know more, please read the long version (below) to get the feel of it.

There are sites out there which have specs. There are also tour planners, blogs, bikers' photo galleries. Many of them are fairly good at one thing, but not more. At [mbike.com](http://mbike.com) you get the full Monty. Here even the subpages are exceptionally well detailed, all the functions are immensely intuitive and instantly usable. If you're a biker with an internet connection, it is impossible to get more, anywhere. And bikers have badly needed this site for long. **Anything you want to know, anything you like, anything you're interested in, is here in one package.**

There could be many ways of putting this in words – “welcome to a new dimension”, or “step into another world” -, but perhaps it is better to keep things simple and honest. We assure you that there is nothing like this on the internet. The site has been put together day and night by a dozen professional programmers who are also dedicated bikers. This is real 21st century. Every detail has been thought over and over, every need has been catered for. It is safe to say: if you find anything like it, your money will be given back at the counter.

But you won't.



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Everything is at a few clicks' distance. **Detailed bike specs, maps, pictures, a biker's WIW, diaries, factory shots.** This is not your average page about motorbikes. Neither is it a good site. It shouldn't even be said to be outstanding. All of these would be an underestimation. Because it is on the brink of being absolutely exceptional. You won't believe what's in there. No, really, you would not.

It is more than anything you have seen in these circles. Just grab some chips, Coke (loads of coffee may be better) before submerging into the depths of mbike.com. You'll spend the night before the monitor, so be prepared. And it's not because of the glue on your chair. This thing is immense.

Let's pretend you're just an innocent biker, perhaps the type who has a Suzuki Bandit 1200 in his garage.

What do you do? You probably often think of your next bike, so you wander around the net, clicking on the pics Google throws at you, comparing the specs until your eyes pop. There might also be days when you have a problem with the Suzuki. Could be some new noise, or maybe you're just looking for some new rubber to put on the wheels. So you dive into Q&A sites, blogs, anything where your type of bike is mentioned, until you get your answer. And when you buy that really cool case set for the Bandit that makes it look so serious, you'd really like all the world to see it, but where? And of course, what you most often do is to go riding with your buddies every once in a while, the further, the better. So you also keep an eye on the possible routes within reach on two wheels.

You need a lot of time for this, and we shall say, now this would be all wasted. And you also need lots and lots of patience to find everything. The net is huge, you know, you can search for hours without finding the site you want. And sometimes it doesn't even exist. But from now on, there is a solution. Better than what you could have ever imagined.

The guy with the Bandit can do all the things he wants without ever leaving one single site. The one with the scratched kneepads on the GSX-R can also. And the old rocker on the home-built Harley, the girl with the pink mobile phone and the Vespa GT 125, or the antenna collector bloke listening to Bad Boys Blue on the monstrous Gold Wing also. All they need to keep in mind is one address: mbike.com.

This is the most complex, informative, and interactive site on the net today. Compared to it, everything is 19th century. A dozen professional programmers and GPS-pros have worked on it for years, who are also biking addicts by the way. They started to put this site together from the two ends of the topic, as you can see, and now it's ready to roll.

# Mbike.com press release



What is there in it? Well, this is nearly impossible to fathom, since at this moment there are almost 12000 spec sheets, 35000 high-res pictures, and there are more than a hundred subpages that are reachable. Okay, okay, let's make a small summary anyways:

- a complete **bikers' Who Is Who**-site
- the bikers can open **virtual garages** for themselves, where they can keep the pictures of their bikes, where they can show all the mods carried out on them, and most importantly, they can take a look at other bikers' garages. A complete search function is included
- user **reviews about the bikes** members have owned
- **photo gallery to show the pics the bikers made** (and like). Here can be anything: the pics of your bike, girl- or boyfriend, your tours – whatever is remotely connected with riding a motorbike that might worth a look
- a **motorcycle database** with the detailed specs of already almost 12 000 models. And the database is growing day by day
- a separate photo gallery with high-resolution pictures sourced from the makers
- **event calendar** – only the ones near the user's area are listed by default, but it is possible to search for events all around the globe
- the bikers can **form groups** (same type of bikes, same kind of preferences for riding, same age, speed-freaks, cruiser-lovers, oldtimer-collectors, the possibilities are endless) and **gangs** (who go out riding together) on the site
- and here comes the best part: the internet's biggest **biking route planner**. It is Google-based, so anybody who has ever used Google Maps will be instantly familiar with it. But it is much, much more than that. One can plan a tour with it, look for lodging, picturesque viewpoints, fuel stations on the way, but this is a minimal requirement nowadays. It is also possible to use other bikers' earlier tours', tailor these to one's own taste, look for ever higher altitudes, then save the whole thing on the GPS (more than 70 formats are available for the various brands). But after the rider came back from the trip (or, if there's wifi around, then he can even edit it while being there) it is possible to put milestones on the map, to which it is possible to link a few photos with just a few clicks. Events, blogs, complete photo galleries can be bundled with these tours, making them not only immensely useful for other bikers, but also rendering mbike.com's tour planner the best possible tool for keeping these events in one's memory. How much better is it than a dusty photo album? Ten? One hundred? You'll know if you start using it.

All the above is thoroughly, deeply interlinked. Look, here's the Bandit-guy on the day he finds this very page. After having checked on the factory spec sheet how much air he has to pump in his tires, he'll move onto the pictures of the 2009 Suzuki Bandit. The bloke might put these into his garage to have them at hand, then, moving on, he might click into the Suzuki Bandit group's page, where he peeks into other bikers' garages. Isn't voyeurism nice? Wouldn't you like to become a voyeur's victim yourself, when you have a bike to show? You don't have to give an answer.

# Mbike.com press release



From here on Mr. Bandit will almost certainly end up at the WIW-page, where possibly he'll find somebody who has already taken a ride in the Rocky Mountains, the Swiss Alps or the Atlas Mountains. One of them is the very trip the Suzuki-man has always promised himself. Just a glance at the clock on the wall – it is already three in the morning.

It is time to make some more coffee. Next step: he starts tracing his way around the mountain passes, reading the notes. This one is good for average bikes, well, here's one that's only for endures, let's skip it. By the time the first rays of the sun hit the keyboard, our man is sleeping, but has already redesigned the other biker's tour into a longer, albeit less severe one. Now he's already there in his sleep. He would never have gotten there without mbike.com, he knows it, you know it.

And to make things easy, every new process is instantly comprehensible here, the learning curve for using the site is really steep, since everything has been made simple, intuitive, and even automatic. Why, you don't even have to worry about your bad spelling, because a new computer process will correct almost any kind of spelling mistake as long as the given word is remotely recognizable. We're in 2010, you know, and this is a site for the next decade.

Everything is possible on mbike.com, it is just a question of how much one is able to take.

Forget anything you've seen before. This is serious business.

