



FOR IMMEDIATE RELEASE
02-19-15

TEAM MIKE'S BIKES ANNOUNCES TOYOTA AS A NEW SPONSOR FOR 2015 CYCLING SEASON

Partnership Includes New Fleet Vehicles for Team and Company

Contact: Ken Martin
Founder and CEO, Mike's Bikes
ken.martin@mikebikes.com

NOVATO, CA – Mike's Bikes is pleased to announce the Northern California Toyota Dealer Association as the newest sponsor of Team Mike's Bikes for the 2015 season. The sponsorship allows the team of over 75 riders to continue to expand and compete at the highest level within Northern California.

Toyota will provide Team Mike's Bikes with a 2015 Toyota Sienna to serve as the official vehicle of the team. The Toyota brand will also be prominently displayed on the custom cycling kits worn by the riders on the elite team as well as the women's, master's, development, and dirt teams. The new partnership extends beyond the team as Toyota is upgrading the fleet vehicles of Mike's Bikes with two 2015 Toyota Tacomas and an additional 2015 Toyota Sienna.

"We're extremely excited to be partnering with Toyota and their local NorCal dealers on both the team side and the shop side," said Matt Adams, President of Mike's Bikes and Team Mike's Bikes. "Their desire to use the Mike's Bikes and Team Mike's Bikes platform to reach cyclists is validation of our deep commitment to supporting and improving the NorCal cycling community. Their support of our racing program will provide sustainable growth and a dedicated team vehicle will provide much needed logistical support."

2015 promises to be a breakout season for Team Mike's Bikes as this partnership will continue to propel the team forward. Look for Team Mike's Bikes climbing the hills in their team colors or travelling to the next race in their new Toyota Sienna.

About Team Mike's Bikes

Team Mike's Bikes was formed in 2010 with the goal to elevate the NorCal racing scene and demonstrate a new level of teamwork, professionalism, and excitement. Team Mike's Bikes found much success and has stood atop many podiums. As result of dedication to teamwork and the adoption of the Mike's Bikes core value of Always Be Awesome, TMB has become the strongest team in the NCNCA. For additional information about Mike's Bikes, visit www.teammikesbikes.com.

About Mike's Bikes

Mike's Bikes currently operates 11 stores throughout Northern California, and is the largest local bike shop in America. Mike's employs over 250 cycling enthusiasts locally, including 40 at their Novato headquarters. For additional information about Mike's Bikes, visit www.mikesbikes.com.

###