

BestBikingRoads hits 30 (30 months that is)

Since its launch on 1st January 2005, BestBikingRoads.com has gone from strength to strength with the addition of many new features and improved user functionality.

BestBikingRoads.com now contains over 800 routes, making it the largest resource on the internet for biking routes. With a concentration of those routes being in and close to the UK, the site is as handy for finding impromptu outings as it is for planning weekend breaks or longer holidays abroad. For the more adventurous, BestBikingRoads has extended its coverage to include over 100 rides in the USA and even has 4 in Australia.

Many new features have been added over the 30 months the site has been live to offer better functionality for both GPS and non-GPS users. While integration with GPS units is continually being improved, off road tracks coordinates are also now accessible and users can easily download and upload roadbooks. For those who prefer more traditional navigation, BestBikingRoads.com now offers printable routes and a unique facility to upload routes using just place names. Members can now easily upload photos, videos and reviews to share, as well as post info about upcoming rideouts, allowing real community involvement.

On a general user level, the website is now compatible with a wider range of browsers and screen resolutions, and site navigation has been improved to allow multiple search options. As the international community of users grows, Spanish, French and German translations have been implemented, which in turn will encourage a greater number of routes from these countries to be uploaded. Italian is coming next!

The popularity of BestBikingRoads is confirmed by its ever-rising viewing statistics – from about 2,000 when it was a year old to over 7,600 unique visitors per month at the last count.

Site creator David Robertson is justifiably proud of what he has achieved to date:
“I designed and built BestBikingRoads because I wanted to be able to share knowledge and enjoyment of biking with like-minded people. Fortunately there seem to be quite a lot of them! The site is still very young but I have a feeling that user numbers will increase substantially over the next 12 months. I can’t begin to tell you what this means to me on a personal satisfaction level to have the opportunity to combine my technology skills with the enjoyment of riding and then discover a world of new companions through doing it!”

“I hope that others will share my vision that BestBikingRoads.com is a great demonstration of how cutting-edge technology can be used to provide a practical, easy-to-use tool for people who want to spend their time riding bikes, not looking at maps.”

“I’m very keen that the community aspect of BestBikingRoads continues to develop so the site isn’t just a one-man blog. With summer here I hope that lots of bikers will get on the site to upload new routes they’ve discovered.”

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>>> notes on following page >>>

BestBikingRoads.com press release to UK motorbike publications
June 2007, for immediate release

Notes:

David Robertson is a 32 year old Englishman. Having lived in England, the USA, and The Netherlands he currently resides in Brussels.

He rides a BMW R1200GS and embarks on regular tours and attends many events. To date he has ridden through over 25 different countries, covering about 35,000 miles per year on two wheels.

David has had accounts of his own riding experiences published in a range of titles, including Motorcycle News (UK), Bike (UK), Destination France (UK) and more.

Recently, David has started organising his own gatherings for those keen to participate in using the site and contributing to help improve it.

David is available for interview and can be contacted at david@bestbikingroads.com.