

**BURLEY**

BURLEY DESIGN  
4685 Cloudburst Way, Eugene, OR 97402  
Tel: 541-687-1644 - Toll Free (US & Canada): 800-311-5294  
[burley@burley.com](mailto:burley@burley.com)

FOR IMMEDIATE RELEASE

April 26, 2011

CONTACT: Garrett Barnum, Burley Design, 541-868-3140, OR Mike Brown, CAWOOD, 541-484-7052

### **Burley expands international distribution**

EUGENE, Ore. - International availability of Burley's award winning bicycle trailers and accessories is growing rapidly with the recent announcement of new distribution partners in Poland, Japan, Korea, Hong Kong, Israel, and Italy.

Burley products will also soon be sold in all [Evans Cycles](#) retail outlets throughout the UK, via UK cycling product distributor [Extra UK Ltd.](#) According to [Project Velo](#), bicycle retail sales in the UK have grown by more than 15 percent in the last year.

As a green alternative to automobile transportation, bicycling is gaining popularity across the globe, with the global market for bicycles forecasted to exceed \$77.7 billion by the year 2015. Adult bicycles represent the largest product group within this market.



Much of this growth can be found in Europe, where the bicycle market is supported by several city governments that have created bike-friendly roads to encourage cycling.

According to a [new report](#) from Global Industry Analysts, governments worldwide are also aiding the bicycle industry through various bicycle promotion projects and policies. Further, sharp increases in gasoline prices are compelling people to adopt cycling for commuting short distances in cities.

Bicycling in Japan specifically has grown immensely over the past 20 years, where more commuters in urban areas like Tokyo have been choosing to bicycle to work instead of using trains and cars, citing health, environmental, and cost concerns.

Launched in 2010, [Burley's Travoy bike trailer](#) (pictured) offers these growing commuter populations with a safe and hassle-free way to haul a change of clothing or a stack of documents on the way to the office.

**About Burley** With more than 30 years of innovation in building child and cargo trailers for bicycle enthusiasts throughout the world, Burley Design continues to inspire people to rethink transportation with new products and updated designs. Look for a wide range of child, cargo, commuter and pet trailers at local bike and outdoor retailers. All products, accessories and kits can be viewed at [www.burley.com](http://www.burley.com).

-END-