



BURLEY

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Burley introduces rental trailer at UK village resort

EUGENE, Ore. USA - Guests at any of the [Center Parcs UK](#) holiday village resorts will enjoy using a new, easier to maintain version of Burley's popular [Cub bicycle trailer](#).

While the rental-specific model, called the Burley Rental Cub, retains all of the features of the original Cub trailer, including an elastomer suspension system, insulating plastic base, reclining seats, and tinted side windows, it offers some additional features that are better suited for the extra wear and tear found in rental situations.

Perfect for UK vacationers wanting to bike ride with their kids throughout Center Parcs beautiful forests, the Rental Cub's new attributes include fabrics higher in durability and enhanced waterproofing than the conventional Cub trailer, along with non-absorbent seat cushions.



"We are proud to provide Center Parcs visitors with a safe and convenient way to bring their children along for a scenic bike ride," said Burley CEO Mike Coughlin. "This is a dynamic partnership that provides families with a comfortable trailer that kids simply love. Our design team really improved the ease of maintenance for the rental market."

Each Center Parcs UK resort location sits within a forest filled with trails for bicycle riders of all ages. These spectacular locations include Whinell Forest in Cumbria, Sherwood Forest in Nottinghamshire, Elveden Forest in Suffolk, and Longleat Forest in Wiltshire.

"Since nearly everyone at our resorts rides bikes, we needed a bicycle trailer that would be extremely durable, easy to clean and maintain, and give kids a smooth ride. We've found that in Burley's Rental Cub," said Jane Baxter, Category Buyer at Center Parcs.

Family vacations are on the rise in 2011. TripAdvisor recently announced the results from its [annual family travel survey](#) of more than 1,600 U.S. travelers, with 83 percent of respondents planning to take at least one family vacation this year (up from last year's 79 percent). A similar survey done by [WeJustGotBack.com](#), a family vacation planning website, showed a whopping 99 percent of their respondents taking at least one family vacation in 2011.

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.

About Center Parcs UK

The Center Parcs concept is to provide a range of outstanding leisure facilities, set amidst the surrounding forest environment, which is both protected and enhanced. Center Parcs operates four Villages in the UK; Sherwood Forest in Nottinghamshire, Elveden Forest in Suffolk, Longleat Forest in Wiltshire and Whinfell Forest in Cumbria. For more information visit <http://www.centerparcs.co.uk>.

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