

Business Partnership Press Release

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Contact:

Tony Jackson

(303) 530- 1491

tonyj@transitmarketinggroup.com



Transit Marketing Group Announces Partnership with Sportworks Northwest

Transit Marketing Group partners with transit bike rack industry leader Sportworks to spur innovative approaches to mobility and promote excellence in bicycle infrastructure in the urban environment



[Boulder, CO] — Beginning June 27th, Transit Marketing Group and Sportworks Northwest reached an agreement to establish a partnership, combining the strengths of two longtime transit industry leaders with well aligned values.

Sportworks is a U.S. owned designer and manufacturer of commercial bicycle infrastructure products that promote bicycle use in the urban environment. Since 1993, Sportworks has dedicated itself to producing the highest quality transit vehicle bicycle racks on the market, currently supplying these products to over 500 North American municipalities. In addition, in 2011 Sportworks developed the innovative No Scratch[®] rack, the first bike parking rack with a fully integrated non-abrasive bumper that protects bikes. Sportworks transit bicycle racks are proudly designed and fabricated in the U.S. and are Buy America compliant.

“Partnering with Sportworks gives us the unique opportunity to support the marketplace, address challenges of multi-modal commuting, and to promote both cycling and public transit. It is with immense excitement that we welcome Sportworks into the Transit Marketing Group family of products.” said Mark Magaldi III, General Manager of Transit Marketing Group.

Eric Rayl, President of Sportworks Northwest, added “For 25 years, we’ve been the thought leaders in multi-modal urban transit infrastructure. Our commitment to cycling as a means of transportation is as strong as our commitment to excellence in quality, delivery, and service. Partnering with Transit Marketing Group is an opportunity to serve our transit agency and vehicle manufacturer customers at an even higher level, while continuing to provide bicycle racks with the best reliability and lowest cost of ownership in the industry.”

Transit Marketing Group is an organization dedicated to sales, service, and providing superior quality solutions in the public transit space. Transit Marketing Group brings value, experience, and integrity to each customer interaction. Sportworks and Transit Marketing Group look forward to working together to assist transit authorities and transit riders alike with their bicycle transportation and parking needs.

To learn more about Transit Marketing Group or Sportworks, please contact Tony Jackson at tonyj@transitmarketinggroup.com or visit the Sportworks website at <https://www.sportworks.com/about-sportworks>.