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Nationwide Vehicle Rack System Retailer Announces Plans to Offer All-New 2008 Yakima Racks and Thule Racks Platform Hitch Bike Rack Models

ORS Racks Direct today announced plans to inventory and offer the entire line of 2008 model platform-style hitch bike racks from Yakima Racks and Thule Racks.

/24-7PressRelease/ - MONTPELIER, VT, March 18, 2008 -- ORS Racks Direct, a leading provider of truck and car rack systems for commercial and recreational applications, announced today it plans to offer the complete line-up of Thule Racks and Yakima Racks hitch mount platform bike rack models to consumers nationwide.

"2008 marks the year hitch mount platform bike rack sales are scheduled to overtake sales of traditional upright mast style hitch bike racks, otherwise known as hang and dangle bicycle carriers. Both Thule Racks and Yakima Racks are largely responsible for this trend. Every new product release from these two manufacturers marks truly new innovation and design, enabling all users to more efficiently and securely load and transport their bicycles on hitch mounted platform bike racks," remarks Catherine Case, Consumer Relations and Sales Coordinator, ORS Racks Direct. "The fact that platform hitch bike racks reside much lower to the ground means users do not have to lift their rides very far to place them in position. Also the bike trays holding the front and back wheels are universally designed to easily accommodate all bicycle shapes and tire sizes. Combine that with a quick mounting cradle arm that ratchets down onto either the bike frame or the front wheel, depending on the hitch platform bike rack model, and it's becoming increasingly more difficult to find a compelling reason to use any other style of bike carrier. All that's needed is a 1 1/4" or 2" rear receiver hitch to mount the platform bike rack to."

From Thule Racks, consumers can look forward to choosing between the premium Thule 916 T2 / 917 T2 platform bike racks and the mid-level Thule 990 DoubleTrack hitch mount platform bike rack. The Thule 916 T2, compatible with 2" receiver hitches, and Thule 917 T2, which fits 1 1/4" receiver hitches (images viewable at <http://www.orsracksdirect.com/sportworks-thule-t2-hitch-bike-rack-2-inch.html>) offer top-of-the-line features including Thule Racks Quick Ratchet Loading (QRL) cradle arm that clamps down onto the front wheel, eliminating any bike frame contact. Premium ratcheting wheel straps on each bike wheel tray provide the finishing touches for unmatched bike stability during transit. The Thule 990 DoubleTrack (image viewable at <http://www.orsracksdirect.com/thule-990-doubletrack-hitch-bike-rack.html>) includes similar Thule RQL technology except the cradle arm clamps down onto the bicycle frame. Fully adjustable bike wheel trays with premium wheel straps are also included. All Thule platform hitch bike racks fold up when not in use to allow for garage and parallel parking. All Thule Rack models can carry up to two bicycles. Additionally, the Thule 916 T2 and 917 T2 models offer an accessory to upgrade to transporting a total of four bikes.

Hitch mount platform bike racks offered by Yakima Racks include the premium Yakima HoldUp and the mid-level Yakima StickUp, with quality craftsmanship and ease of use comparable to the Thule Racks models. With two models available for either a 2" receiver hitch or 1 1/4" receiver hitch, the Yakima HoldUp (image viewable at <http://www.orsracksdirect.com/yakima-holdup-hitch-bike-rack-8002419.html>) features the Yakima StrongArm cradle arm that ratchets down onto the bicycle's front wheel. The economy-range Yakima StickUp (image viewable at <http://www.orsracksdirect.com/yakima-stickup-hitch-bike-rack-8002420.html>) is compatible with both 2" hitches and 1 1/4" hitches and is engineered with a ratcheting cradle arm that clamps onto the bicycle's frame. All Yakima Rack models can carry up to two bikes. Additionally, the Yakima HoldUp offers an accessory to upgrade to transporting a total of four bicycles.

About Thule Racks, Inc.

Founded in 1942, Thule develops, manufactures and markets car rack systems for vehicle owners worldwide. Thule Racks is the only major United States manufacturer of car and truck rack products, with 90% of Thule U.S. products produced in the company's Chicago, Illinois and Seymour, Connecticut facilities. The Thule Racks product line features multi-purpose roof racks, hitch and roof top cargo baskets, bags & boxes, rear mount racks, and accessories for transporting outdoor equipment including bikes, skis, snowboards, fishing rods, kayaks, canoes, and surfboards.

About Yakima Racks, Inc.

Headquartered in Beaverton, Oregon, Yakima Racks is the market leader in the United States for branded, high end, multi-

sport roof racks, trunk mount, hitch mount and truck racks. The company designs and manufactures premium quality car rack systems for transporting cargo gear. Systems include bike, ski, snowboard, canoe and kayak racks, as well as gear storage products for garage, home and office applications.

About ORS Racks Direct, Inc.

ORS Racks Direct is a privately held company specializing in comprehensive sales and service of car and truck rack systems. Representing the industry's most respected manufacturers, including Yakima Racks and Thule Racks, the company offers high quality truck rack, bicycle rack, snowboard-ski rack, canoe-kayak rack and sailboard-surfboard rack solutions for vehicle rear hitch and trunk mount, roof rack mount and pickup truck mount applications. The company has been providing consumer sales for over three decades to the U.S. market through multi-channel outlets that include store front, internet and phone sales.

Their full line of Thule hitch bike rack products is available for review at <http://www.orsracksdirect.com/thule-hitch-mount-bike-rack.html>. For more information on the complete line of Yakima hitch bike racks offered visit <http://www.orsracksdirect.com/yakima-hitch-mount-bike-rack.html>

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