

# WELCOME TO BIKETOPIA

**RIDE A BIKE. LOOK AROUND  
AND DISCOVER IT'S NOT ONLY A FORM  
OF TRANSPORTATION, NEITHER A WAY OF LIFE.**

**IT'S A COMMON PLEASURE. SOMETHING THE RICHEST PERSON ON EARTH  
AND THE MOST HUMBLE MAN CAN BOTH ENJOY.  
AND WHEN YOU ENJOY SOMETHING  
PLEASURE TURNS INTO ENERGY**

**ENERGY THAT NOT ONLY TAKES YOU FROM ONE PLACE TO THE OTHER,  
BUT ALSO TURNS THE WORLD INTO A BETTER PLACE.  
A PLACE WHERE EVERYBODY CHOOSES  
TO BURN CALORIES OVER BURNING FUEL  
WHERE PEOPLE MAKE THINGS HAPPEN INSTEAD OF CLICKING THE "LIKE" BUTTON.**

**FINDING THIS PLACE IS UP TO YOU  
IT'S NOT ON YOUR COUCH, IT'S NOT ON TV  
IT'S NOT AT YOUR DOOR**

**IT MIGHT BE HARD**

**TO IMAGINE TWO WHEELS AND A CHAIN  
MAKING A DIFFERENCE. BUT WE DO!**



**WORLDWIDE CYCLING  
ATLAS**