

## Beating rising gas prices Todson boss offers a no-cost solution

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([PRWEB](#)) June 13, 2004 -- In the past six months, the price of regular-grade gasoline nationally has increased 38 percent, or about 57 cents a gallon. Near the end of May gasoline cost about \$2.06 a gallon. For the driver who puts 15,000 miles a year at 20 miles per gallon on his car, that costs about \$430 after taxes. For many people, a week's pay has been flying right out their driver's-side window.

It doesn't have to be that way. Just ask Neal Todrys. He lives in Medfield, Massachusetts, where the numbers mirror the nation's. And he's made a change in his life that could save him hundreds of dollars a year. He's commuting to work on his bicycle.

Todrys lives about 12 miles from his family business, Todson Inc., in Foxboro, the country's leading supplier of bicycle accessories. And instead of jumping in his car to make his daily commute, he now hops on his bicycle. He says it's about time Americans stood up to spiraling price increases. Like most Americans, he knows gas prices aren't coming down soon.

Just look at a Reuters news story on gas prices that came out on May 28, he said. They site a report by congressional auditors, released May 27, that says 2,600 domestic oil company mergers that have taken place since the 1990s have been pushing up wholesale gasoline prices by diminishing competition. Mergers have increased prices a couple cents. But that's on top of the worldwide increase in the price of crude oil. It comes as the national average price of gasoline at the pumps recently rose above \$2 per gallon to its loftiest level ever as crude prices soared on worries over the security of supplies and rising world consumption, according to the Reuters report.

Todrys doesn't ride his bike every day. When it rains, he drives. But he has cut his driving commute considerably. Many Americans are doing the same.

A University of Washington national survey of bicycling commuters showed an average ride to work of 7.2 miles took about 30 minutes by bike, instead of 20 minutes by car. The survey respondents rode their bikes 70 percent of the time, and drove 20 percent of the time (39 percent for weather reasons, only 8 percent because they needed their car at work). More than half relied on their cars before turning to their bicycles; only 18 percent used public transportation to get to work. They cited health, environment, traffic congestion and gas prices as their primary reasons for biking to work. Ten percent reported being involved in a crash over a 12-month period 58 percent of those involved motor vehicles; 30 percent were falls.

It's important to ride safely, Todrys said. Cars are bicyclists worst enemies. But there are many Web sites that offer great tips on how to ride safely. One way to ride safely is to stop thinking like a driver. Instead of taking the usual car route, there is usually a convenient, less-traveled, and often much more attractive way to get to your destination.

In addition to saving money, bicyclists get great exercise. And they often save time. Urban bicycle commuters usually get to work faster by bike than by car by being able to handle congestion more easily. Even



suburban bicyclists can save time by using their commute as their cardiovascular workout instead of spending that extra half hour in the gym," Todrys said. "And with the average commute taking only a few minutes longer by bike than by car, time isn't really much of a factor."

To Todrys, beating the gas guzzle is one reason to ride. But, he says, it's only one. "Bike riding is enjoyable and pleasing to the psyche," he said. "Bikes are simple. They are elegant. And they offer a pleasant alternative to stuffing ourselves behind the wheel just to go a few miles. Most of all, to me, bikes offer us a real sense of independence. Most people in the world ride bikes as a matter of financial reality. But we also ride to be outside, to enjoy our surroundings, and to commune with our neighbors and environment in ways that we simply can't in cars."

Todson has successfully marketed bicycle accessories for more than 50 years, representing Topeak, On Guard, Velox, ITM, and other superior bicycle component and accessory brands. Each line has its in-house specialist to help distributors, dealers and consumers so that they can get the utmost use and enjoyment from this diverse line. Now in its third generation of family ownership, Todson specializes in strategic sales and marketing, distribution, brand management and e-commerce. For more information contact Todson at (800) 213-4561 or check out the company's Web site at [www.Todson.com](http://www.Todson.com)

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