



Nationwide Car Rack Retailers to Promote All-New 2005 Yakima HookUp Hitch Bike Rack from Yakima Racks

Capitalizing on the growing popularity of hitch mount bike rack systems that feature bike wheeltrays, which allow consumers to quickly load their bikes without taking any wheels off or worrying about straps, Yakima Racks launches all-new innovative three step loading Hook Up hitch bike rack.

([PRWEB](#)) April 26, 2005 -- Montpelier, VT (PRWEB) April 26, 2005 -- ORS Racks Direct, a leading provider of car and truck rack systems for recreational and commercial applications, announced today the company has partnered with Yakima Racks to feature the all-new 2005 Yakima Hook Up hitch bike racks (image available at <http://www.orsracksdirect.com/yakima-hookup-hitch-bike-rack.html>). The Yakima HookUp is the result of Yakima Racks efforts to design and engineer the most rugged and simple to use hitch bike carrier available. The system connects to two inch rear hitch receivers and transports two bicycles. The Hook Up is also upgradable to four bikes with the Yakima HookUp Plus 2 Add On accessory.

"Yakima Racks has really delivered on their promises with this year's release of the Yakima HookUp bicycle hitch racks. The system is a strong alternative to their already reputable line-up of hitch mount bicycle carriers.", states Catherine Case, Consumer Relations and Sales Coordinator, ORS Racks Direct. "Yakima's existing line of tremendously popular hitch carriers really didn't require them to change much for 2005. However, they realized the popularity of systems that feature bike trays, allowing consumers to quickly load their bikes without taking any wheels off or worrying about straps. Based on our testing, the Hook Up is currently the fastest loading rear hitch mounted bike rack we offer. Users can simply raise a bar, place the bike and drop the bar down onto the front wheel to instantly clamp and secure the bike in the carrier. Another nice innovation that Yakima Racks engineers included is the ability of the carrier to fold up when not in use. This allows a vehicle to be parked in a garage, easy parallel parking and more. If users want to carry three or four bicycles they can use the Yakima Hook Up Plus 2 Add On optional accessory. Our biggest worry is if Yakima can keep pace with production based on initial highly favorable reactions by consumers to the new offering."

Additional features include universal compatibility with all bicycles regardless of frame design, suspension or braking system used, automatic adjustability of the clamping mechanism to all bike wheel sizes from 20" to 29" and bicycle wheel widths from 1" to 3" and heavy duty cast wheeltrays that support heavy bicycles such as free-ride and downhill mountain bikes.

The Yakima Racks minimum suggested retail price for the Hook Up is \$349.00.

About Yakima Products, Inc.

A wholly owned subsidiary of Watermark, and 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.

About ORS Racks Direct

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 Yakima bike racks is available for review at <http://www.orsracksdirect.com/yakima-bike-racks.html>. For more information on the complete line of Yakima Racks offered visit <http://www.orsracksdirect.com/yakima-racks.html>

Contact Information: General Inquiries, ORS Racks Direct, +1-802-229-0893. <http://www.orsracksdirect.com>

###

**Contact Information**

Consumer Relations Dept.

ORS Racks Direct

<http://www.orsracksdirect.com/bike-racks.html>

1-802-229-0893

Online Web 2.0 Version

You can read the online version of this press release [here](#).