



All-New 'Urban Camo' Camouflage Rocky Mounts Bike Racks Now Available Through Nationwide Car Rack Retailers

Now available as a color choice for the popular RockyMount Lariat SL bike racks and RockyMount Moose SL bike racks, the 'Urban Camo' camouflage colored bicycle trays join an existing rainbow array of choices from Rocky Mounts Bicycle Racks that include black, silver, red, yellow, green, blue, gold, baby blue, pink and orange.

Montpelier, VT ([PRWEB](http://www.prweb.com)) May 8, 2005 -Â ORS Racks Direct, a leading provider of truck and car rack systems for commercial and recreational applications, announced today the company is now featuring the Rocky Mounts Bike Racks all-new "Urban Camo" camouflage colored RockyMounts Lariat SL bike rack (image available at <http://www.orsracksdirect.com/rocky-mounts-bike-racks-lariat-sl.html>) and RockyMounts Moose SL bike rack (image available at <http://www.orsracksdirect.com/rocky-mounts-bike-racks-moose-sl.html>). The latest style from the innovative roof mount bicycle carrier company now joins the existing spectrum of color choices that include black, silver, red, yellow, green, blue, gold, baby blue, pink and orange.

"We expect the new camouflaged Rocky Mount bike racks to be just as popular as the current line of color choices. We offer Rocky Mounts along side our main car rack selection of Thule Racks and Yakima Racks because these bike carriers are just so darn good. Customers are first drawn by the very reasonable price tag, but they are sold by the many features the RockyMount bicycle carriers include," states Shawn Standen, ORS Racks Direct General Manager of Sales and Operations. "With years of engineering behind them, the Rocky Mounts Lariat SL fork mounted bike trays attach directly to Yakima Racks cross bars and Thule Racks load bars. Even cooler, are the Moose SL fork mount bike trays which now attach directly to virtually all factory racks, eliminating the extra investment in a multi-purpose base roof rack system. Additionally, all Rocky Mount carriers are lockable and are compatible with mountain bike disc brakes with an available disc-brake adapter accessory. The cast metal head and sturdy aluminum trays make the bike racks extremely durable and long lasting."

The Rocky Mounts Bike Racks minimum suggested retail price for the 'Urban Camo' Lariat SL is \$74.95, while the minimum suggested retail price of the camouflage Nomad SL is \$104.95.

About Rocky Mounts

Located in Boulder, Colorado and focused on car roof mount bike rack innovations, RockyMounts offers cost effective alternatives in the car rack market. Begun in the mid-nineties and working out of a small garage, RockyMounts introduced an original bike tray selection that fit both round and square crossbars. Continuing in this tradition, the company has added and refined its product line to include factory rack compatible bicycle carriers, tandem bike racks and pickup truck bike rack mounts.

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 Rocky Mounts, Yakima Racks and Thule Racks, the company offers high quality truck rack, luggage bag, cargo box, basket rack, bicycle rack, fishing rod carrier, snowboard-ski rack, kayak-canoe 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 RockyMounts bicycle carrier solutions is available for review at <http://www.orsracksdirect.com/rocky-mounts-bike-racks.html>. For more information on the complete line of bike racks offered visit <http://www.orsracksdirect.com/bike-racks.html>.

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

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**Contact Information**

Consumer Relations Dept.

ORS Racks Direct

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

1-802-229-0893

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