



New Resource for Motorcyclists

Finally, a website designed for both the seasoned rider as well as the first time motorcycle owner.

Fort Lauderdale, FL, April 22, 2006 --([PR.com](#))-- The group of riders is a typical bunch. They met through circumstance with different degrees of experience and motorcycle knowledge. Apart from the shared love of riding, the group also had a mutual frustration.

"There was no 'one' place to go for your basic news about motorcycles and certainly no solid resource for where to ride or even how to find others to ride with" says Laurence Richardson, one of the contributors to Clutch and Chrome.

He was the newest rider in the group which is made up by a range of professions. Banker, contractors, insurance agent and software specialist, all of them falling in love with passions that make up the experience of riding a motorcycle. They represented a sample of the American workplace, but with the vital difference being the urge to cruise around on two wheels.

The inspiration for Clutch and Chrome came from something as simple as a casual comment. After a long but enjoyable Sunday ride, one of the group mentioned they would feature the adventure in his new motorcycle blog. The rest took interest in the concept of the blog and as friends are, had suggestions of what could be done with it. Two hours of conversation later, it was decided to look into making a site dedicated to today's motorcyclist.

What came from that brainstorming session was mostly what's seen on the website today.

Laurence, spokesman for the group, "There are still a few idea's we want to put in place," he say's with a broad enthusiastic grin "but what's been put in place from ground zero has been such an enormous undertaking, it was a good place to start."

And what information it has.

The subscription free website has over 2500 bike nights and events in their database which is searchable by month and state. The information can even be looked up by regions within each State. The best part is event planners and organizers can add to the database free of charge!

Search-ability was the key in planning out all the information available on Clutch and Chrome.

A national database of motorcycle clubs can be searched by motorcycle type, lifestyle, how often they ride and if there are club dues. It can of course be sorted by state and region as well. As with the events database, it's free for clubs to submit their information.

"We see this as a win, win situation for both the motorcycle clubs as well as the rider" said Richardson.



Wanting to be a resource for all the information a rider needs, specifications of the latest models of motorcycles is available as well as original articles, new updated throughout the day and reviews of bike related DVD's and books. Clutch and Chrome also offers RSS XML feeds of its latest news headlines.

As if to pay homage to the medium that gave birth to Clutch and Chrome, the website includes a directory of motorcycle related blogs from all over the world. Everyone at Clutch and Chrome considers the motorcycle bloggers as some of the most passionate and creative bikers out there and hope to make them an intricate part of the website.

So where does the group want this website to go?

With an expected number of over 6 million riders on the road this year, Clutch and Chrome just hope they can become a free but invaluable resource to riders, both experienced and new. With no pop-up advertising or subscription fee's it takes the freedom of the road and tranquility of riding to the internet.

"In an ideal world when someone buys a new motorcycle, the salesperson will give the owner the telephone number of the local motorcycle safety course and the web address of Clutch and Chrome" says Laurence Richardson. "After all, riding is about looking out for your fellow rider."

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Contact Information:

Clutch and Chrome Inc

Laurence Richardson

954-895-6969

[Contact via Email](#)

www.clutchandchrome.com

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