

LAKES 'LECTRIC RIDES Monthly Newsletter

April 2024



Hello,

As we get ready for our 2nd summer of offering affordable fun in the Iowa Great Lakes, I wanted to take the time to update you on all the new, exciting things happening at Lakes 'lectric Rides. For starters, this newsletter is something new we've added. Our goal is to provide updates each month of the biking season.

Another neat addition for this year is our suggested routes for our e-bike rentals. We've created three different levels of rides that allow you to see different parts of the Iowa Great Lakes Trails, depending on the type and/or duration of ride you'd like to experience. Don't worry, you still have the freedom to choose your own route if you want.

Lastly, we've purchased some new equipment to broaden our capabilities in bicycle maintenance. Whether you need new brake pads, a new tube for your tire, or an entire tune-up, we've got you covered.

We look forward to serving your biking needs this year. I invite you to visit our website @ [lakeselectricrides.com](https://lakeslectricrides.com) to check out all the exciting things happening at Lakes 'lectric Rides this year. You can also text or call us @ (712) 759-4200 to schedule a rental or service, and with any questions you may have.

Take care and happy riding,

Brady Dicks
Owner



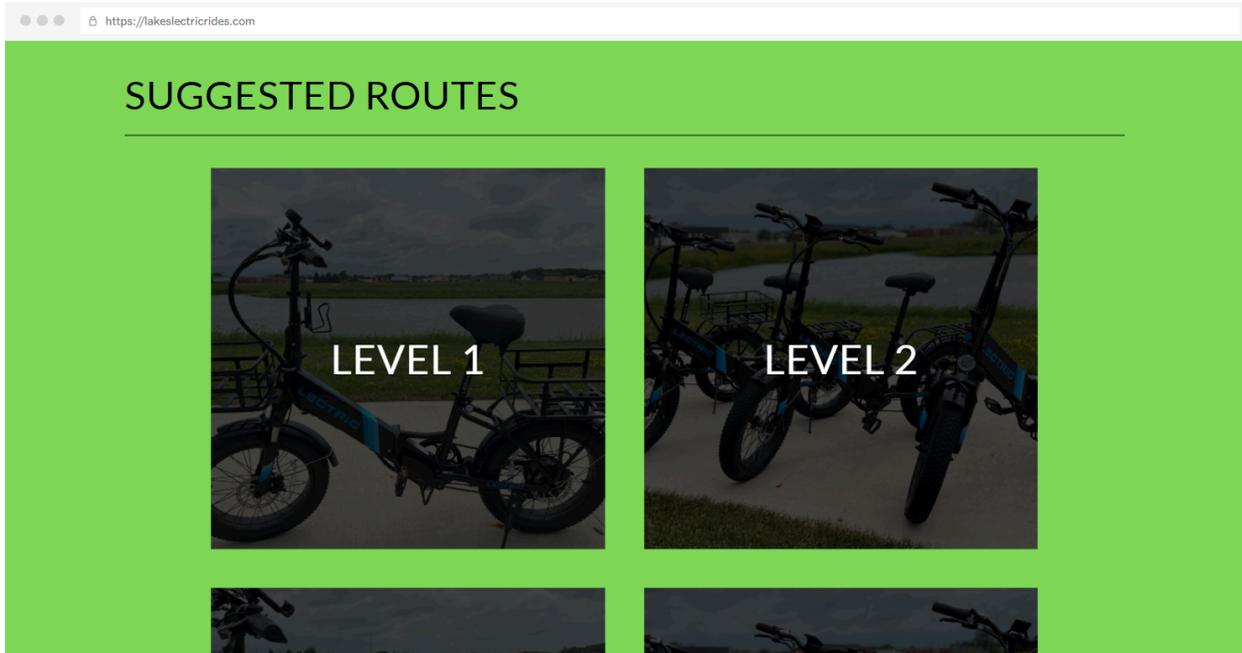
The Most Affordable Rates in the Iowa Great Lakes!

It's no secret we've been busy in the offseason working to enhance your overall experience. Despite all of the changes we've made, we are proud to still offer the **most affordable rates** in the Iowa Great Lakes! Our step-thru e-bikes can be rented for an affordable fee of \$25 for one hour. Want to ride longer than an hour? No problem! For each additional hour of your ride, we only add \$10 to your total. We also still offer a variety of accessories to customize your ride for a per-ride fee.

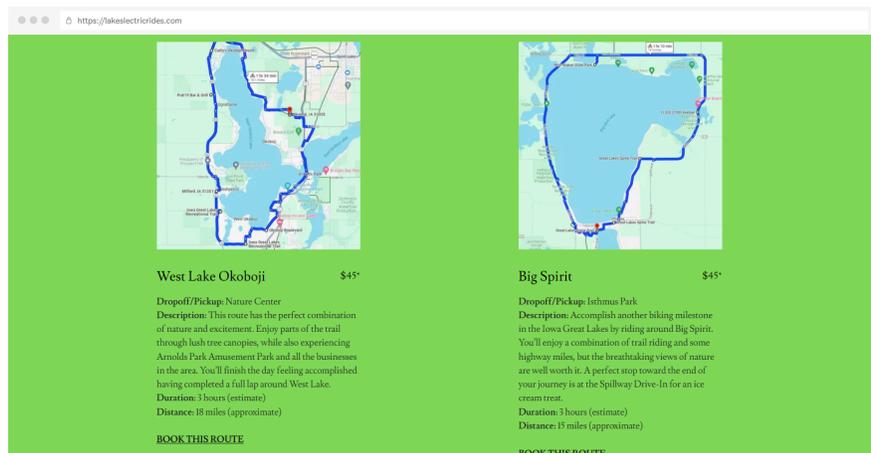
Already have a bike? We can still help! We've broadened our service department to include a wide variety of maintenance tasks for all types of bikes. We offer free estimates, but if you're curious about the cost of some of the more popular maintenance options, you can view our rates [here](#). Whatever your service needs, we uphold our mission "to provide a quality, affordable bike rental and service experience."



Introducing Suggested Routes



We are excited to reveal our newest rental option - suggested routes! We've put together several routes that fit into any type of schedule. Do you only have an hour or so to go for a ride? Great - check out our Level 1 rides that typically are an hour or less. Want to spend a good portion of your day riding? Level 3 rides are for you! We've included descriptions of each ride to help communicate the expectations of the ride and all of the wonderful things you can see in our area. Don't worry, custom ride options are still available that allow you to explore any part of the Iowa Great Lakes whenever you want for as long as you want.





Stay Connected & Spread the Word

In an attempt to reach more customers this year, we've expanded our marketing to include business cards and a yard sign. In addition to those two new tools, we'd love it if you could stay connected with us on social media. Be sure to tag us in any pictures you take on your ride. We'd also love a positive review on our [Google page](#). Don't forget to tell your friends! Thanks for being a valued Lakes 'Lectric Rides customer. We hope to see you this summer!



Stay connected with us on social media!



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