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## Motorcyclists get Professional Detailing Services at their Doorstep.

Toronto (July 8 2009)

This summer *Inner City Cycle* inaugurated its mobile service, bringing detailing and routine maintenance to the riders' own locations. Founder Greg Pillon says that on-site service is more convenient for his busy urban clients who can spend the time they save enjoying a ride instead of visiting a shop. Few service options remain for the roughly 47,000 motorcycle and scooter riders in Toronto and none offer 'motorcycle detailing'.

"My clients put a priority on the appearance of their bikes" says Pillon, "They identify with their motorcycles or scooters in a personal way, so we make sure their 'ride' reflects their pride." His process restores the appearance of a bike to showroom condition with meticulous cleaning, polishing, waxing and coating. It's more challenging than for autos, claims Pillon, due to the variety of surfaces and the tendency of an exposed bike to collect road dirt and grime.

While onsite, Inner City Cycle can also do the routine maintenance that owners often put off, such as oil and filter changes, battery service and chain maintenance.

The company promotes a range of advanced technology products chosen to improve performance and further reduce the environmental footprint of two-wheel transportation; fuel-saving Amsoil synthetic lubricants, nano-fibre filters, extended-life Odyssey AGM batteries and PowerPulse battery desulfation devices. The company takes this environmental responsibility seriously, using 'green' cleaning products exclusively and operating its van on biofuel sourced from Toronto-based Topia Energy.

Reaction to the mobile concept has been positive. Hayim Raclaw of Toronto, who's Honda CB400 is featured on [www.innercitycycle.ca](http://www.innercitycycle.ca) writes: "For those who have a bike they care about but little time there is no more convenient way to have it maintained and detailed than Inner City Cycle's onsite service."

Former internet marketing manager Pillon turned his lifelong passion for riding and working on motorcycles into a business. His industry background includes *Motorcycle Rider TV* working as producer, writer and technical host of the series.

The company was launched with the assistance of the Ontario Self-Employment Benefit program (OSEB) that supports budding entrepreneurs through agencies such as the Toronto Business Development Centre ([www.tbdc.com](http://www.tbdc.com)).

Inner City Cycle offers service by appointment at 416 436-7996, via email at [info@innercitycycle.ca](mailto:info@innercitycycle.ca). Company services are described in detail on the website: [www.innercitycycle.ca](http://www.innercitycycle.ca).