

‘Know what the locals know, wherever you go’ - BestBikingRoads.com is the web’s largest international resource for independent touring

In the past year or so, you may have noticed quite a few bike touring route sites appearing on the internet as resources to find great roads to ride in the USA.

But did you know that this idea originated in Europe with a site called BestBikingRoads.com, which was launched late 2004?

BestBikingRoads.com offers almost 700 European rides (at the date of writing) and 100 US routes, making it the largest web-database for motorcycle routes worldwide. For Americans planning to visit Europe, it is without question the best website to look to for inspiration.

An unparalleled combination of multi-language support in German, French and Spanish as well as English has encouraged many riders from non-English-speaking countries to contribute routes. This has significantly enriched the European content and helped the site stay true to its tag-line ‘Know what the locals know, wherever you go’.

Whether you’re looking for Europe rides or something closer to home, BestBikingRoads.com leads the way when it comes to handy user features. Advanced GeoCoding is available so that users can add new routes using just place names if GPS co-ords aren’t available. Every route is unique, with no overlap or too much complexity. This enables users to not only follow routes, but build their own from the available information.

The site is very easy to navigate and offers multiple searching options such as selecting from list, clicking on regionalized active maps, complete content overviews (using the latest GoogleMaps technology) as well as the ability to search on text strings for routes where not all information is known. This unique combination is not offered anywhere else.

As BestBikingRoads continues to develop pioneering methods to link bikers with each other’s road knowledge through technology, it is also building its global community of like-minded individuals. Members from over 30 different countries currently have the ability to upload routes, photographs, movies and reviews, and more members’ facilities will be added as time goes by. Membership is free, and BBR is keen to throw more contributions from American bikers into the mix.

BestBikingRoads has been designed and built by David Robertson, a 32 year old Englishman with a passion for riding and an expertise with technology. His motivation for creating the site was simply to satisfy his own desire to share information with like-minded people.

As BBR marks 30 months on the web, David is justifiably proud of what he has achieved to date: “I designed and built BestBikingRoads because I wanted to be able to share knowledge and enjoyment of biking with like-minded people. Fortunately there seem to be quite a lot of them! The site is still very young but I have a feeling that user numbers will increase substantially over the next 12 months. I can’t begin to tell you what this means to me on a personal satisfaction level to have the opportunity to combine my technology skills with the enjoyment of riding and then discover a world of new companions through doing it!”

>>> *more* >>>

BestBikingRoads.com press release to US motorcycle publications
June 2007, for immediate release

>>> *continued* >>>

“I hope that others will share my vision that BestBikingRoads.com is a great demonstration of how cutting-edge technology can be used to provide a practical, easy-to-use tool for people who want to spend their time riding bikes, not looking at maps.”

“I’m very keen that the community aspect of BestBikingRoads continues to develop so the site isn’t just a one-man blog, that’s why instead of building on existing blog site technology of common frameworks, I decided to built the complete site by hand from scratch to allow maximum flexibility. Now with summer here again I hope that lots of bikers will get on the site to upload new routes they’ve discovered.”

Having lived in England, the USA and The Netherlands, David now spends his time travelling around Europe on his BMW R1200GS. Embarking on regular tours and attending many events. To date he has ridden through over 25 different countries, covering about 35,000 miles per year on two wheels. Recently, David has started organising his own gatherings for those keen to participate in using the site and contributing to help improve it. David can be contacted at david@bestbikingroads.com.

>>> *ends* <<<