



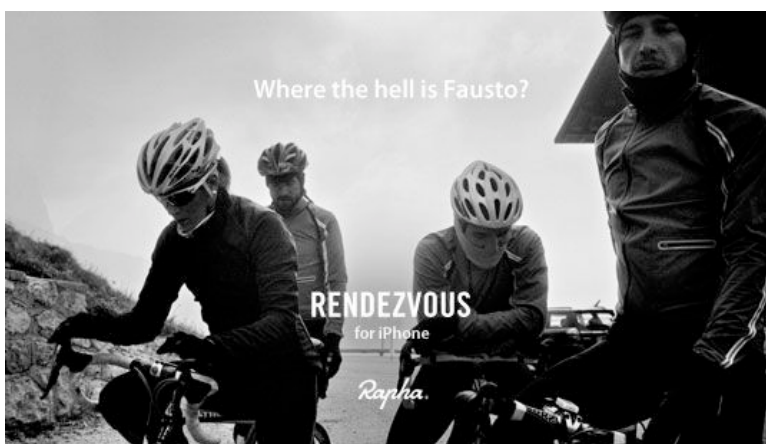
PERFORMANCE ROADWEAR

PRESS RELEASE

Rendezvous Community Grows to Over 10,000 People

**Jan 2011.** Since launching last September, Rapha's Rendezvous app has attracted 10,000 downloads from 44 countries around the world. Developed for road cyclists, Rendezvous has been designed to make meeting up for group rides easier and an increasing number of people are using it to discover rides in their vicinity.

From New Zealand to Norway a strong community has grown around Rendezvous, with clubs and groups organising their regular Sunday runs and training rides through the app. A recent update also means that rides can be shared on Twitter and Facebook, especially useful for letting non iPhone users know the details. With the option to browse rides by location, the app has become the ideal way to discover like-minded riders and rides when travelling further afield. When you find a ride you would like to do, simply request to join and wait to be accepted.

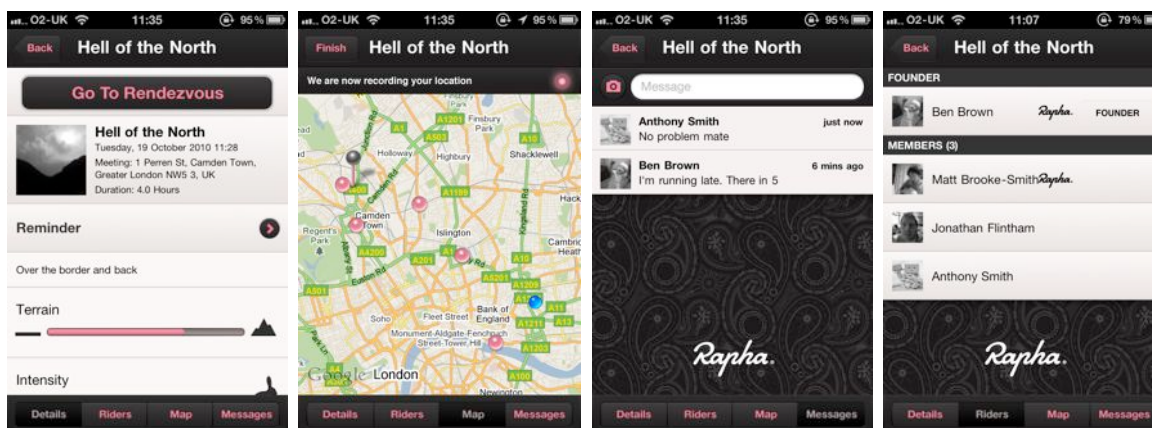


**About Rendezvous**

We all know the problem: Organising a ride with friends. Or maybe not friends, more likely adversarial training partners, or perhaps someone you have never ridden with before. Arranging meeting for a ride can be a thankless task spread over a multitude of devices and communication methods.

And then, further to this complication of arrangement is the uncertainty involved in the act of meeting. An unforeseen puncture, a headwind from hell, getting lost, another unforeseen puncture (after two they become foreseen) – the epic could begin before the planned epic (or perhaps just a light training spin) has even begun. "Where the hell is Fausto?" No more. Rapha Rendezvous for iPhone is here.

Invite other riders and observe them in real time making progress to the rendezvous point on a map. No more waiting around for friends, failed phone calls, SMS annoyances or scrolling hundreds of emails, Rapha Rendezvous makes meeting for rides quick and easy, giving you more time on the bike.





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**Key Points:**

- Designate a rendezvous point on a map
- Invite friends on rides
- Track friends travelling to the rendezvous point in real time
- Create groups of your riding friends and rides for them
- Describe ride distance, terrain, pace, and required kit
- View other riders on the ride
- Set ride reminders
- Send ride messages and easily alert other riders to delays or problems
- Create private or public rides
- Browse and join public rides
- Twitter, Facebook and Email integration

The app is available to download for free from the Apple app store and is not available for android.

-Ends -

For more information and images contact Laura Bower, [laura.bower@rapha.cc](mailto:laura.bower@rapha.cc) / +44 (0) 207 482 9171

Rapha website: [www.rapha.cc](http://www.rapha.cc)

Rapha press area: [www.rapha.cc/press-area](http://www.rapha.cc/press-area)

**Rapha**

Rapha creates the finest cycling clothing and accessories in the world. Designed without compromise for the most discerning rider, Rapha products blend style with optimum performance. A passion for road racing means Rapha is more than just a product company. It is an online emporium of performance roadwear, accessories, publications and events, all celebrating the glory and suffering of road riding.