



Sunday Morning Rides to Invigorate GPS Ride Mapping with the Launch of their New Website

February 8, 2007

San Diego, CA -- Sunday Morning Rides, a powerful new online trail and road mapping tool, has officially launched its new website www.sundaymorningrides.com

Sunday Morning Rides goes beyond the traditional motorcycle ride site. It is an interactive community portal for motorcycle riders to access, explore, plan, and share ride tracks via a sophisticated mapping system that combines GPS, geographic information systems, database, and Google™ mapping technologies. With this system, riders can easily explore rides from across the US, customizing their online experience with geographically referenced points-of-interest, motorcycle relevant services, imagery, videos, rider reviews, hazards, weather and more. The Sunday Morning Rides mapper can also be embedded within community websites, providing a drop-in solution for the ride planning needs of existing enthusiast forums.

The HyperCycles Motorcycle Club is an early adopter of Sunday Morning Rides, who describe the site as "...every rider's DREAM COME TRUE when it comes to finding the choicest rides our country has to offer!" While the SMR team strives to meet lofty community expectations, they rally behind a simple motto – "Own the road but share the journey!"

Sunday Morning Rides features both road and adventure touring categories.