



THE IRON HORSE  
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## News from The Iron Horse Hotel

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## Upscale boutique offers never-before-seen rider amenities

### The Iron Horse Hotel offers motorcycle shipping and on-site rentals

Milwaukee, WI (May 2009) – The industry’s first urban boutique hotel geared toward business travelers and discriminating motorcycle enthusiasts has never-before-seen rider amenities. Guests of The Iron Horse Hotel can have their own bikes shipped in from anywhere in the U.S. or rent motorcycles on-site, with partnerships with Milwaukee-based motorcycle shipping veterans, HaulBikes and Street Eagle Motorcycle Rentals.

Conveniently located in downtown Milwaukee across the river from the Harley-Davidson Museum, the more than 350,000 bike-loving visitors expected each year can now pull into the museum lot on their own bike, even if they live across the country. Through the agreement with HaulBikes, The Iron Horse Hotel guests receive a special flat shipping rate of \$525 one-way and \$995 for a round-trip, all-inclusive, from anywhere in the U.S.

With the motto “your baby’s safe with us,” the team of motorcycle loves at HaulBikes specializes in motorcycle shipping. They’ve perfected a strapping system designed for smaller vehicles allowing for a completely safe transport. Motorcycles ship to the hotel in 7-21 days, ready to ride, fluids and battery intact.

In addition to shipping, The Iron Horse Hotel offers on-site bike rentals to guests with a relationship with Street Eagle Motorcycle Rentals. Registered hotel guests 21 and old with a valid motorcycle license can rent bikes from the hotel, whether they want to cruise a chopper or speed around on a sportster. Rentals are available for four hours from \$75 or 24 hours from \$99, as rates vary with each bike model.

#### **Anticipating your arrival**

The Iron Horse Hotel offers covered motorcycle parking, rag bins and check-in carts – perfect for transporting saddlebag contents to and from your room. There’s an on-site bike wash and arrangements can be made for on-call bike servicing. We’ll even pack a lunch for your saddlebag, provide Milwaukee ride routes and suggest bike-friendly spots throughout the area.

#### **Customized room amenities**

A tile entrance to each of the 100 oversized loft-style guestrooms features custom hooks for hanging heavy leathers and boot benches made from reclaimed wood from the original building. A comfy pillow top bed, an all-tile walk-in shower and wall-mounted flat screen TVs greet road-weary travelers.

While not a themed hotel, the décor at The Iron Horse Hotel features subtle reference to motorcycle

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culture, including leather accented by nail head trim, evocative of steel rivets and patterns in the fabric inspired by tattoo art. The entire lobby, a stunning display of American Industrial Era architecture, is designed to greet guests whether in Prada pumps or dirty boots. Enjoy a beer or cocktail, grab a bite to eat or check out the views of downtown. The Yard, our huge outdoor patio offers the perfect gathering space to exchange stories from the day. And there are rejuvenation massages, designed to beat tired muscles from a long day on the road.

From its location to the jaw-dropping amenities, The Iron Horse Hotel offers a truly authentic and memorable experience.

**Background**

To learn more about The Iron Horse Hotel, visit [www.theironhorsehotel.com](http://www.theironhorsehotel.com).

The Iron Horse Hotel is the transformation of a 100-year-old Industrial Era warehouse into a modern luxury boutique hotel. Located in downtown Milwaukee, just blocks from the Frontier airlines Convention Center and steps from the new Harley-Davidson museum, The Iron Horse Hotel is the first in the industry to appeal to both sophisticated business travelers and the growing segment of motorcycle enthusiasts. The 100-room hotel offers complimentary wireless Internet, complete connectivity panels, 42" LG LCD flat-screen televisions, luxury linens, a fitness center and spa treatment rooms. Dining options include: Smyth, full-service dining at one of Milwaukee's top restaurants; Branded, a full-service bar with a traditional Milwaukee bar experience; the Yard, boasting seasonal outdoor terrace dining at late-night drinks; breakfast dining in The Library; and in-room dining. For the business traveler, The Iron Horse Hotel boasts on-demand business services as well as a walk-up business kiosk, meeting, banquet and catering facilities and valet parking. For the motorcycle enthusiast, The Iron Horse Hotel offers secured motorcycle parking, rag bins, an on-site bike wash, packed saddle bag lunches, road trip maps and in-room storage for boots, helmets and heavy riding leathers. Miami-based Trust Hospitality manages the Iron Horse Hotel.

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