



THE IRON HORSE  
HOTEL™

## News from The Iron Horse Hotel

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## Boutique hotel offers on-site motorcycle rentals

### The Iron Horse Hotel is Milwaukee's first hotel to offer bike rentals

Milwaukee, WI (July 2010) – The industry's first upscale boutique hotel geared toward business travelers and discriminating motorcycle enthusiasts announces on-site bike rentals through a partnership with Street Eagle Motorcycle Rentals.

Registered guests 21 and older with a valid motorcycle license can rent bikes from the hotel, whether they want to take a cruise around Milwaukee or are looking to test out a different model. Rentals are available for four hours or 24 hours and rates vary with each bike model.

Conveniently located in downtown Milwaukee across the river from the Harley-Davidson Museum, the more than 350,000 bike-loving yearly visitors can now pull into the museum lot on a bike, even if they didn't bring their own to Milwaukee.

#### **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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