

Press Release

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Avanti West Coast partners with Cumbrian cycle shop to wheel out e-bike hire at Penrith

- *Avanti West Coast and Arragon's launch e-bike hire service at Penrith station*
- *Seamless transfer between train and bike supports Cumbria Tourism's Go Car Free campaign to make greener journeys*
- *Visitors arrive by train, pick up bike and ride into the Lakes for car-free exploration*

Avanti West Coast has teamed up with a Cumbrian cycle business to make Penrith station a designated pick-up point for bike hire – giving visitors to the Lakes a seamless transfer between the train and two wheels.

Working with Arragon's Cycles – an independent family-owned cycle business in Penrith – the train operator has introduced an electric bike (e-bike) hire service with free delivery and collection for those arriving at the North Lakes station.

Whether visitors plan to enjoy car free travel during the duration of their stay or arrive by train to spend the day exploring Eden Valley and Northern Lakes by bike, they can select from a range of bicycles that most fit their needs.

Designed to provide a smooth and sustainable journey experience, bookings can be made up to 24 hours in advance with Arragon's Cycles.

Visitors can include the details of their arrival time into Penrith within the notes, so members of the Arragon's team can meet them off the train with their pre-booked bikes. As part of the service, Arragon's will also collect the bikes at Penrith station before visitors board their train home.

The partnership with the third-generation family business aims to provide a hassle-free journey experience between train and bike that allows tourists and holidaymakers to visit the Lakes without the need for car – supporting tourist board, Cumbria Tourism's "Go Car Free" campaign.

Mark Green, Avanti West Coast Station Manager at Penrith, said: "We're lucky to serve the North Lakes and are excited to have partnered with Arragon's Cycles to help visitors enjoy sustainable adventures to this beautiful area.

"Being able to step off the train, jump straight onto a bike and ride into the heart of the Lake District means it's even easier for people to explore the stunning scenery at their own

pace. We hope this partnership will inspire more car-free explorations where visitors can take in the landscapes, towns, and villages on just two wheels."

Sarah Graham, owner of Arragon's Cycles, said: "Our independent cycle store has been part of the Penrith landscape since 1969. We added Cycle Hire to our offering in 2018 when Lowther Castle opened over 30 kilometres of dedicated cycle trails on their stunning estate which is open for the public to enjoy.

"Over the last couple of years, we experienced a growing number of enquiries from visitors hoping to explore the wider area by bicycle, so our delivery service was born. Because of electric assist bikes, cycling has become an accessible solution for environmentally active travel. Our partnership with Avanti West Coast really puts us on the map and we look forward to seeing many rail passengers experience the Eden Valley and North Lakes by bike."

Managing Director of Cumbria Tourism, Gill Haigh, said: "It's excellent news to hear that Avanti West Coast has partnered with Arragon's Cycles. Our Destination Management Plan very much focuses towards encouraging visitors to explore the county by sustainable and active means, so this ties into that vision. Penrith and the surrounding area lends itself well to exploration by bike, with some great routes particularly around Lowther Valley and Eden Valley. With the partnership being centred around the use of electric bikes, it enables more people to experience the area on two wheels."

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Bookings for Arragon's Cycle Hire can be made here: [Hire Now | Arragons Cycle Hire Delivered | Cumbria](#)

About Arragon's Cycles

Arragon's Cycle Centre is run by Phil & Sarah with the help of a dedicated team of sales staff and cycle technicians. The business has been in the family for 50 years, with Sarah's parents owning the shop previously. Because of this history, we have long-standing great relations with our suppliers, who are the industry's finest. As a family run independent store, our aim is to ensure our customers receive the best service possible, for any enquiry, every time!

[Electric Bike Shop | Arragon's Cycles | England \(arragons.com\)](#)

About Avanti West Coast



Avanti West Coast, operator of intercity rail services on the West Coast Main Line, is a joint venture between FirstGroup and Trenitalia, delivering a cleaner, greener railway that drives the West Coast forward.

We're on a mission to revolutionise train travel. Our refurbished Pendolinos have returned to the rails with a £117m investment that's delivering the best in class comfort. Known as the UK's hardest working fleet, the programme is transforming all 56 of these iconic trains boasting better seats, improved lighting, new interior carpets, customer-friendly passenger information screens, additional luggage space, power points at every seat and refurbished toilets.

Our new Evero fleet was introduced in June 2024 and will replace our Voyagers. Built by Hitachi, the 23-strong fleet, consisting of 10 seven-carriage electric trains and 13 five-carriage bi-modes, will serve routes from London to the Midlands, Chester, North Wales and the North West, leading to a substantial cut in carbon emissions with an increase in seats, and offering improved comfort. Quieter and roomier, with more reliable Wi-Fi, wireless charging for electrical devices and a real-time customer information system, these new trains are the result of a £350m investment in sustainable travel.

We're tackling climate change wherever we can, from reducing energy and water use to training drivers in eco-driving techniques and sourcing food and drink from local suppliers. Our goal is to be net zero carbon by 2031. We're on track.

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<https://newsdesk.avantiwestcoast.co.uk/>

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