

Dero Partners with Bike Bus World to Support the Next Generation of Bike Riders

Dero and Bike Bus World are partnering to inspire more kids to ride by creating custom Bike Bus bike racks that make biking fun, visible, and accessible.

MN, UNITED STATES, August 25, 2026 /EINPresswire.com/ -- Dero Bike Racks, a leader in innovative bicycle parking and infrastructure, is partnering with Bike Bus World to support the growing movement to make biking a fun, safe, and accessible part of everyday transportation for kids and families.

Bike Bus World is a grassroots initiative that brings children and families together to ride bikes to school and other destinations as a group, creating a fun and community-focused

alternative to car trips. The movement has grown rapidly as communities look for ways to encourage active transportation and give children more opportunities to ride.

As part of the partnership, Dero is creating custom Bike Bus-branded kids' bike racks to give young riders a dedicated place to park their bikes while helping bring visibility and excitement to the Bike Bus movement.

"Bike Bus is about so much more than getting from one place to another," said Sam Balto, founder of Bike Bus World. "It's about giving kids the opportunity to experience the joy of riding together, building community, and showing them that bikes can be a part of everyday life. Having bike parking that celebrates the Bike Bus makes that experience even more visible and welcoming."

For Dero, the partnership is a natural extension of its commitment to supporting bicycling as an integral part of healthy, sustainable communities. Since 1995, Dero has designed and



Community-Focused □ The future of biking is here. Our Bike Bus Kids Rack keeps young riders organized, safe, and ready to roll. #BikeBus #Dero

manufactured bike parking and bicycle infrastructure with the goal of making it easier for people to choose bikes for transportation and recreation.

“We’re excited to support Bike Bus World and the work Sam and communities across the country are doing to get more kids riding,” said Andy Lageson, General Manager of Dero. “Creating a custom bike rack for Bike Bus gives us an opportunity to do what Dero does best—build functional bike infrastructure—while adding a little fun and personality that kids can connect with.”

The Bike Bus branded racks are part of Dero’s broader commitment to creating bike parking that supports and celebrates the communities using it. Dero offers custom bike rack designs and has experience creating branded racks that help organizations bring their identity into public spaces.

Together, Dero and Bike Bus World hope to encourage more communities to start their own Bike Bus programs and to make biking a visible, exciting part of kids' daily routines.

To learn more about the Bike Bus World + Dero partnership and to order Bike Bus racks, visit [Dero Advocacy](#)

About Bike Bus World

Bike Bus World is a movement that brings communities together to ride bikes as a group, helping kids and families experience the fun, connection, and independence that comes with biking. Learn more at bikebus.world

About Dero

Dero is a leading provider of bike parking, bicycle infrastructure, and public bike amenities. Since 1995, Dero has been designing and manufacturing innovative, functional solutions that help communities make biking a more convenient and accessible form of transportation. Learn more at dero.com

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