



Rhythm Japan Launches Rhythm Rides to Provide Customers with a Seamless Experience from Shop to Snow.

For Immediate Release: Launching October 15, 2021 Rhythm Rides is Niseko's newest learning and guiding program for skiers and snowboarders, promising expert instructors, guides and coaches who are dedicated to elevating their customer's experiences.

Rhythm Japan has operated as Niseko's premier snow sports retailer since 2005. The company's mission has always been to help customers by providing the perfect equipment for Niseko's incredible conditions. Now, thanks to Rhythm Rides, this promise will extend seamlessly from the shop floor to Niseko's powder playground.

According to CEO Matt Hampton...

"Our passionate shop staff, instructors, coaches and guides will all work together to ensure our customers have the perfect equipment, get the best instruction and are shown the best zones to ride in the Niseko area."

Products on offer for this season include a line of customisable private lessons catering to skiers and snowboarders of all levels who want to explore the Niseko United area and beyond. More advanced riders can journey past the resort boundaries into Niseko's fabled backcountry under the wing of an expert guide. Local children and adults will be able to take advantage of season-long programs designed specifically to help them learn, progress, and have fun. For more details on Rhythm Rides' programs [click here](#).

Rhythm Rides' instructors and guides are passionate experts who are excited to share epic moments with their customers. They have all been handpicked based on their expert skill level and knowledge of the Niseko region. Rhythm Rides Director, Tareesa Straatmans has over 21 years' experience in the snowsports industry. She has worked as an instructor, coach, examiner / trainer and ski school director in Japan, North America and Australia.

According to Tareesa...

"I am excited to lead the Rhythm Rides program because the Rhythm team really care about the community, our mountains and our sport. They are also passionate about sharing what they do with others. I believe working with a company that has such a strong purpose will result in an authentic and life changing experience for our guests."

To celebrate the launch, Rhythm will offer a 10% discount on all pre-booked rental and Ride's products (excluding Rhythm Futures). To receive this offer, please make a booking prior 15 November 2021.

For more information please contact:

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