



Rhythm Japan Set To Open Rhythm MTB In Prime Hakuba Location



IMMEDIATE PRESS RELEASE

Hakuba, [2025/05/16] -

Rental, retail, a wicked open-air chillout space, all the biking accessories you can think of – **Rhythm MTB** is here, and it's ready to take your summertime cruising around the Hakuba Valley to a whole new level!

A dedicated bike store located in Hakuba's central hub of Happo-One, right next door to the evo Hotel Hakuba, Rhythm MTB is Hakuba's newest hub for all things biking this summer, stocking the latest Specialized models available for rental and purchase.

Whether you're chasing a leisurely ride around town, want to boost around berms and hit up the Hakuba's famous downhill trails at Iwatake, or just want a more eco-friendly mode of transport with a top-of-the-line e-bike, Rhythm MTB's extensive selection of Specialized e-bike, mountain, and town bikes has you covered.

"We're super excited to be able to offer a dedicated bike store right in the heart of town. Stocking the latest Specialized bikes for rental and retail with a fully fledged Rhythm Tunes bike workshop. Combined with a brand new rapid transit gondola at Iwatake Resort and increased trail offerings, it's the perfect blueprint for a great summer of shredding in the Japanese Alps." -Andrew 'Thomo' Thomson, Hakuba Operations Manager

For those of you who don't need two-wheels to cruise, Rhythm MTB will also act as a summertime chillout zone, with its open-air relaxation area primed for summertime BBQs, food trucks, and of course, epic events.

And, for the first time ever in Hakuba, Rhythm MTB will also be offering up a Rhythm Tunes Bike Workshop, providing customers with access to expertly trained bike technicians to make sure your bike's always riding as good as when you bought it!

Stay tuned for exciting announcements on our Instagram and Facebook about our store opening party!

Scheduled Opening Date: June 14th

Address: 5736-1 Hokujo, Hakuba-mura, Kitaazumi-gun, Nagano-ken, Japan 399-9301

Phone: 0261-85-4443

Established in 2005, [Rhythm Japan](#) offers customers everything they could ever need to embrace the ultimate mountain experience. Year-round services, lessons, guiding, retail, and rental offerings are paired with knowledgeable local staff who share their expertise and passion for unforgettable experiences. In Summer, the Niseko flagship store also serves as a community activity hub, featuring skate and climbing facilities, workspaces, and more.

Rhythm Japan is proud to be part of the [evo](#) family of brands. evo is a global outdoor retailer and experiences company with 11 evo stores in the U.S. and Canada, and global retail via [evo.com](#).

To learn more about Rhythm Japan and their latest offerings for all seasons, visit [www.rhythmjapan.com](#). Sign up for the newsletter and follow them on [Facebook](#) and [Instagram](#) to stay up-to-date.

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