



Detroit Rolling Pub Celebrates 10 Years of Pedal Bar Tours in Detroit

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Detroit Rolling Pub marks its 10th anniversary in 2025, celebrating a decade of operating its signature pedal bar in Detroit, MI, where groups can explore the city through guided, pedal-powered tours. Established in 2015, the company has welcomed more than 200,000 participants on experiences that combine social interaction with visits to local bars, landmarks, and historic sites. The milestone highlights the continued appeal of pedal-powered group activities and the company's role within Detroit's tourism and entertainment community.

The concept began after observing similar operations in other U.S. cities, with the founders recognizing Detroit's potential for such experiences as downtown redevelopment gained momentum. Early tours showcased revitalized venues and historic architecture, offering participants a new way to engage with the city's evolving landscape. Over time, the company expanded its fleet to five American-made vehicles, each accommodating up to sixteen riders with ten pedaling seats. Features include adjustable seating, pedal assist, integrated sound systems, lighting, and on-board storage for beverages and belongings.

Tour routes start and end at designated downtown locations, incorporating multiple stops that vary by theme.

Groups of six or more can book rides, while larger parties can coordinate multiple vehicles for concurrent tours. Core experiences include bar hops, historical routes, and corporate outings. Safety procedures feature equipment inspections before each ride, optional helmets, and rider guidelines to promote responsible participation. Each group is led by an experienced team member who ensures smooth navigation and compliance with city safety standards.

Among its themed offerings, history tours remain a guest favorite, exploring Detroit's brewing heritage and referencing well-known local names such as Stroh's, Atwater, and Detroit Beer Co. Other tours focus on architectural landmarks, downtown redevelopment sites, and scenic routes that highlight Detroit's skyline views. Corporate groups often coordinate meals or team events through partnerships with nearby establishments such as Bookies Bar and Grille, Exodos, and Downtown Louie's, allowing businesses to combine networking and leisure in a single outing.

"Reaching the ten-year mark is an exciting milestone that reflects the continued energy of downtown Detroit and the people who support local experiences," said Nick Blaszczyk, Owner of Detroit Rolling Pub. "From day one, our goal has been to offer tours that celebrate the city's character while giving participants a fun, memorable way to see it from a fresh perspective."

Special events such as bachelorette parties, birthdays, and team celebrations make up a large share of bookings. The tours allow light decorations and music during rides, and the BYOB policy permits beverages in accordance with local regulations. Recent additions include themed scavenger hunts, holiday light rides, and non-alcoholic educational tours, making the experience accessible to a broader audience, including families and visitors seeking daytime sightseeing options.

"The variety of guests we see—whether they're first-time visitors or lifelong residents—shows how much people enjoy rediscovering Detroit from a different perspective," added a company representative. "Every route offers something unique, from exploring historic breweries to observing the latest developments in downtown neighborhoods."

In recognition of its tenth year, Detroit Rolling Pub has also introduced a series of community-focused initiatives, including discounted weekday bookings for local organizations and promotional tie-ins with small businesses that operate along popular tour routes. The company continues to collaborate with local event planners and hospitality partners to highlight Detroit's growth and the revival of its urban entertainment scene.

Detroit Rolling Pub also maintains an active blog that features updates on city attractions, seasonal highlights, and event-planning ideas. A recent article discussed Detroit landmarks accessible via pedal tours, emphasizing the appeal of shared mobility and outdoor social experiences as alternatives to traditional

nightlife.

As a locally owned and community-driven business, Detroit Rolling Pub remains dedicated to creating enjoyable, safe, and inclusive experiences for all participants. Since its founding in 2015, the company has contributed to Detroit's tourism and recreation sectors by offering a unique, people-powered way to experience the city together—one pedal at a time.

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Detroit Rolling Pub

Experience Detroit like never before with Detroit Rolling Pub, the top tour operator specializing in private, pedal-powered city and historical tours.

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