



FOR IMMEDIATE RELEASE

Schwinn Unveils the Tailwind Electric Bicycle at Interbike

New Tailwind eBike from Schwinn utilizes Toshiba's Super Charge ion Battery (SCiB) technology to deliver an industry-leading 30-minute recharge time (through a standard residential electrical outlet), one-eighth (1/8th) the time of competing electric bikes (or less), setting a new standard for the electric bike industry

BETHEL, Conn. – Sept. 24, 2008 – [Schwinn Bicycles](#), America's most recognized bicycle brand, today unveiled the Tailwind electric bike to bicycle dealers attending the annual [Interbike International Bicycle Expo](#), the largest bicycle trade industry event in North America. Schwinn Bicycles is part of the Cannondale Sports Group Division of [Dorel Industries](#) (TSX: DII.B, DII.A).

The Tailwind will also be showcased tonight from 6 to 9:30 p.m. (EDT) at the [ShowStoppers media-only reception](#) being held at the Millennium Hotel on Times Square in New York City at 44th and Broadway.

"The Tailwind sets a new standard of excellence in the eBike industry," said Bruno Maier, Executive Vice President and General Manager of Cannondale Sports Group. "Through our new cooperation with [Toshiba Corporation](#), the Tailwind is powered by the world's most innovative and fastest charging battery, a battery that can be recharged in 30 minutes through a standard electrical outlet (or as little as five minutes through a commercial charger) versus the industry standard of four hours or more. That's one-eighth the time or better of competing eBikes."

"We know that more and more people are riding bikes for a variety of reasons, including economic factors, health benefits and environmental concerns. Industry reports forecast a dramatic rise in electric bicycle sales here in the U.S. and around the world, and we expect a significant interest in the Tailwind eBike when it arrives in Independent Bicycle Retailers (IBDs) in early 2009," said Maier.

Details on the Schwinn Tailwind eBike Disclosed

According to Schwinn, the Tailwind electric bike represents the next generation of eBike and will be available in early 2009 at a suggested retail price of \$3199.99.

The Tailwind (like all Schwinn electric bicycles) is a so-called eBike hybrid and can be ridden in either motor-assist mode or as a conventional bike. The eight-speed Tailwind utilizes a lightweight, Schwinn-designed 6000 series aluminum alloy frame and an SR Suntour NEX-4610 suspension fork with lock-out.

The electric motor in the Tailwind is housed in the hub of the front wheel, an innovation found in all Schwinn electric bike models. In addition, all Schwinn eBike models (including the Tailwind) utilize the Plug N' Drive removable battery pack which is built into stylishly designed rear bike rack systems, allowing riders to quickly detach the battery for recharging.

It is projected that Tailwind owners will realize an industry leading 2,000 recharge lifecycles with the eBike versus the industry standard of 1,000 charges before needing to replace the battery. Tailwind riders will find they can ride 25 to 30 miles per charge (depending upon such factors as climate, rider weight and terrain). The Tailwind also comes with a 20,000-mile or two-year limited warranty.

Other specs for Schwinn's Tailwind include

- A Shimano Nexus 8-speed internal geared rear hub,
- A brushless motor with 180 watts of continuous power or 250 watts at peak power,
- Schwinn's PowerDial™ on and off power assist system, with three pedal assist power settings,
- Rear roller braking system,
- Double wall alloy rims and Continental Town Ride tires (with flat protection and reflective sidewall),
- Inside-the-frame electric wire routing,



- Full fenders, chain cover, Basta Defender wheel lock, and B+M dynamo powered light set,
- Selle Royal Look In gel saddle (seat), with suspension seat post and adjustable rise stem,
- Four standard frame sizes (S, M, L, XL), and
- Three step-thru frame sizes (S, M, L).

According to the [Electric Bikes Worldwide Report, 2008 Update](#), sales of electric bikes are growing quite rapidly in several markets around the world, including the United States and Europe. For example, U.S. eBike sales projected to hit 220,000 units in 2009, a two-year sales increase of 83 percent from U.S. eBike sales of 120,000 units in 2007. In Europe, the projections are even more impressive: 750,000 eBike sales forecast for 2009 up from sales of 250,000 units in 2007 – a three-fold increase.

With the 2009 addition of the Tailwind, Schwinn will have seven electric bike models in its complete line of eBikes. For more information about the Tailwind, please visit www.electricschwinnbikes.com/tailwind/ or www.schwinnelectricbikes.com for more information about Schwinn's other eBike models.

About Schwinn

Founded in 1895, Schwinn is an American icon and has built some of the best-known and best-loved bicycles of all time. Schwinn has been an indispensable player in revolutionizing bicycling around the world. With a continued dedication to quality, forever synonymous with the Schwinn name, America's most famous bicycle brand looks forward to providing another century of innovation, freedom and performance to people of all ages. Information about Schwinn bicycles is available at www.SchwinnBike.com.

About Dorel

Dorel Industries Inc. (TSX: DII.B, DII.A) is a world class juvenile products and bicycle company. Established in 1962, Dorel creates style and excitement in equal measure to safety, quality and value. The Company's lifestyle leadership position is pronounced in both its Juvenile and bicycle categories with an array of trend-setting products. In the Juvenile segment, Dorel's powerfully branded products such as Quinny, Maxi-Cosi, Safety 1st and Bébé Confort have shown the way to safety, originality and fashion. Similarly, its highly popular brands such as Cannondale, Schwinn, GT, Mongoose and SUGOI have made Dorel a principal player with both independent bicycle dealers and mass merchants. Dorel's Home Furnishings segment markets a wide assortment of furniture products, both domestically produced and imported. The Company exerts relentless innovation and marketing flair across all of its divisions. Dorel is a \$2 billion company with 4,600 employees, facilities in 17 countries, and sales worldwide.

U.S. operations include Dorel Juvenile Group USA; the Cannondale Sports Group; Pacific Cycle; Ameriwood Industries (which produces ready-to-assemble furniture); Altra Furniture; and Cosco Home & Office. In Canada, Dorel operates Dorel Distribution Canada and Dorel Home Products. Abroad, operations include Dorel Europe and IGC in Australia, a manufacturer and distributor of juvenile products. Dorel Asia sources and imports home furnishings products. Dorel China has eight offices which oversee the sourcing, engineering and logistics of the Company's Asian supplier chain.

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