

Bicycle Trade - Press Release

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Pacific-Cycles Buys Swivel-Head folding bike technology from MAS-Design

Folding bikes using this technology will be added to Pacific Cycles' brands to be marketed alongside 'Reach' and 'CarryMe'. They will be available in 700c, 26" and 20" wheel sizes and will include the patented 3D, 4-bar link technology that allows bikes to fold, almost instantly, into compact, 'wheelable' packages.

Pacific-Cycles are one of the most respected bicycle producers in Taiwan. They are widely acknowledged as being the most technically advanced developers of specialist bicycles, and are OEM manufacturers of several high end bicycles, including Astrix, Birdy, Banshee, Canfield, Greenspeed, ICE etc.

Swivel-Head bikes received awards at the 2007 Taipei International cycle exhibition (TBEA awards), and IGUS 'Manus 2006' (Special Design Award). The technology enables all bikes and especially full sized bicycles, to fold into compact, portable sizes that previously only small wheeled bikes could achieve.

Full sized wheels are chosen by most cyclists and are excellent for any off road use. However, small, portable size is necessary if a folding bike is used for commuting. Multi-modal commuting by folding bike is a rapidly growing market, especially in large urban areas. When folding bikes are used with other forms of transport (eg trains, buses, and cars) they are ideal to link several legs of a journey to become 'door-to-door' in minimal overall time. These bikes can be stored in-doors avoiding theft problems.

Swivel-Head technology was initially licensed by Ming Cycle. The rights were recently returned to MAS Design, allowing this new Partnership with Pacific-Cycles. Mark Sanders, MAS Design Managing Director comments "there has been huge response from end users keen to buy bikes with this folding technology, and although I am sorry these potential customers will have to wait a little longer – they will benefit from Pacific-Cycles' superb engineering and quality. I am delighted to be working with George and Michael Lin, who are legendary for their innovations and have exciting plans for Swivel-Head technology, and bikes".

Pacific-Cycles chairman, George Lin, Comments "Since first seeing the technology, I was impressed by its function. It allows us to increase our own range of folding bicycles over the whole range of wheel sizes from the 8" CarryMe to 700c, to offer even more solutions to our customers".

www.swivel-head.com

MAS Design Products Ltd. www.mas-design.com

Specialises in developing structural and folding products in the industrial, medical and consumer sectors, as well as bicycles. It has created many innovative patented products, including Strida, X-Bike and One-Touch Can and Jar Openers.

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Pacific-Cycles, Inc. www.pacific-cycles.com

Are committed to creating exciting bicycles. Over 25 years they have made some of the most significant innovations in the industry. They offer a broad range of unique products, and work closely with customers. They have a strong team of designers/engineers who take on a wide range of product development projects.

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