BMW Group
DesignworksUSA

Press Release

NeilPryde Launches its First High Performance Road Bikes with BMW Group DesignworksUSA as its Creative Partner

Singapore, 11 August 2010... NeilPryde, the world's leading brand of Windsurfing Sails and Rig Supplies, announces the launch of its two high performance road bikes. Developed in collaboration with DesignworksUSA, a global design consultancy and subsidiary of the BMW Group, Alize and Diablo marks an extension of the NeilPryde brand into the bike industry. The bikes will debut at one of Europe´s biggest cycling races, the Vattenfall Cyclassics 2010, Hamburg, Germany from 13 to 15 August.

DesignworksUSA brings its knowledge in creating premium designs for mobility related products from the automotive industry to aircrafts and yachts leveraging its global leadership in translating distinct brand values into compelling design solutions. "NeilPryde Bikes is a bold step forward, both in terms of the products' design and the evolution of the NeilPryde brand, and we're sure it will be a resounding success from both perspectives," said Laurenz Schaffer, President, DesignworksUSA.

The Alize focuses on aerodynamic performance through optimized tube profiling and an extended Kamm tail. The changing aerofoil profile along the length of the tubes manages the airflow specific to the aerodynamic characteristics of each element – frame, forks, wheels and components. The Alize incorporates a progressive Kamm tail profile in the lower 1/3 of the down tube, with the extended trailing edge morphing into a squared-off surface, enabling a more efficient transition from the down tube to the seat tube. "Using a Computational Fluid Dynamic modeling system, we were able to create a design that tricks the airflow to remain laminar around the downtube, seattube and rear wheel," said Magnus Aspegren, Director of DesignworksUSA's Singapore Studio.

Together with its client, DesignworksUSA developed an exoskeleton design of continuous carbon fibres fully integrated into the monocoque front triangle for the Diablo. Stiffness ribs were also incorporated into strategic locations on the fork blades, chain and seat stays. The design created allows carbon fibres to run continuously through tube-joint-tube transitions, resulting in a frameset that has been optimised for its unique material characteristics. "We are extremely proud of the two bikes that reflect our brand essence and attitude," said Michael Pryde, Group Sales and Distribution Manager at NeilPryde. "Our heritage in elegantly

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engineering winning products in the water sports arena is now expanded beautifully to the cycling world," Pryde added.

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About BMW Group DesignworksUSA
BMW Group DesignworksUSA provides design strategy, research, development, sustainability consulting, brand communications, 3D modeling, and color, materials, and finish services to many of the world's great brands. In addition to being the creative partner to BMW Group, which includes BMW, MINI and Rolls-Royce Motor Cars, additional DesignworksUSA clients include Hewlett Packard, Microsoft, Starbucks, Boeing Business Jets, Embraer, Pilatus, John Deere, Advanced Medical Optics and BAVARIA Yachts among others. The company was founded in 1972 by Charles W. Pelly in Malibu, California, and acquired by BMW Group in 1995. Since December 2009, President Laurenz Schaffer has led DesignworksUSA's strategy and operations, which includes studios in Los Angeles, Munich, and Singapore. With global resources and clients across a spectrum of forward-thinking industries, DesignworksUSA has an unparalleled understanding of consumers and the world of design that surrounds them, both today and many years into the future. In 2010, Fast Company magazine ranked DesignworksUSA as the world's "#1 Most Innovative Company in Design," and among the "Most Innovative Companies for 2010."

www.designworksusa.com

About NeilPryde
NeilPryde a Division of Pryde Group is the benchmark for quality and performance in windsurfing. NeilPryde sails and rigs won consecutive world titles for twelve straight seasons from 1988 to 2000 and still dominate competitive windsurfing at national and international levels, including an outright speed record of 49.09 knots set by professional team rider Antoine Albeau in March 2008. NeilPryde Windsurfing is the official supplier of windsurfing sails, rigs and boards to the 2008 and 2012 Olympic Games.

As one of the pioneers in the sport of windsurfing, NeilPryde has been the key innovator to the sport, developing elegantly designed and highly engineered products for consumers seeking that extra margin of performance advantage. It is with this same philosophy and passion for performance that NeilPryde now brings to road bikes.

www.neilprydebikes.com

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Specifications: Diablo

DIABLO	FRAMESET		BIKE COMPLETE (SHIMANO DURA ACE)		BIKE COMPLETE (SHIMANO ULTEGRA)	
SIZE		S, M, L, XL, XXL		S, M, L, XL, XXL		S, M, L, XL, XXL
COLOUR	BLUE/WHITE CARBON, GLOSS BLACK/MATT CARBON, RED/WHITE/CARBON					
FRAME	NEILPRYDE	DIABLO, C6.7 High-modulus carbon monocoque	NEILPRYDE	DIABLO, C6.7 High-modulus carbon monocoque	NEILPRYDE	DIABLO, C6.7 High-modulus carbon monocoque
FORK		DIABLO, C6.7 High-modulus carbon full-monocoque		DIABLO, C6.7 High-modulus carbon full-monocoque		DIABLO, C6.7 High-modulus carbon full-monocoque
SEAT CLAMP		DIABLO + Integrated Q-Fit		DIABLO + Integrated Q-Fit		DIABLO + Integrated Q-Fit
SEAT POST	FSA	SLK, 27.2mm	FSA	SLK, 27.2mm	FSA	Team Issue, 27.2mm
HEADSET	FSA	ORBIT CF40, Integrated 1 1/8" - 1 1/2"	FSA	ORBIT CF40, Integrated 1 1/8" - 1 1/2"	FSA	ORBIT C40, Integrated 1 1/8" - 1 1/2"
GROUPSET						
FRONT DERAILLEUR			SHIMANO	DURA ACE 7900	SHIMANO	ULTEGRA 6700
REAR DERAILLEUR				DURA ACE 7900		ULTEGRA 6700
FRONT and REAR BRAKE				DURA ACE 7900		ULTEGRA 6700
SHIFTER LEVER				DURA ACE 7900		ULTEGRA 6700
CRANKSET				DURA ACE 7900, 53/39		ULTEGRA 6700, 53/39
BOTTOM BRACKET				DURA ACE 7900		ULTEGRA 6700
CASSETTE				DURA ACE 7900, 11-25		ULTEGRA 6700, 11-25
CHAIN				DURA ACE 7900		ULTEGRA 6700
WHEELSET						
WHEELS			MAVIC	KSYRIUM SL	MAVIC	KSYRIUM ELITE
TIRE			HUTCHINSON	ATOM COMP, 700x23c	HUTCHINSON	ATOM COMP, 700x23c
COMPONENTS						
STEM			FSA	SLK, 6° 31.8mm	FSA	OS-150 Carbon, 6° 31.8mm
HANDLEBARS			FSA	SLK Compact, 31.8mm	FSA	Wing Pro Compact, 31.8mm
SADDLE			SELLE ITALIA	SLR XP	SELLE ITALIA	SL Kit Carbonio, w/ Vanox tube
TECHNICAL SPECIFICATIONS						
WEIGHT	Frame only	0.97 KG (56cm)	Complete	6.75 KG	Complete	7.25 KG
HEAD TUBE STIFFNESS (FRAME)		90 Nm/°		90 Nm/°		90 Nm/°
BB STIFFNESS (FRAME)		60 N/mm		60 N/mm		60 N/mm

Specifications: Alize

ALIZE	FRAMESET		BIKE COMPLETE (SHIMANO DURA ACE)		BIKE COMPLETE (SHIMANO ULTEGRA)	
SIZE		S, M, L, XL, XXL		S, M, L, XL, XXL		S, M, L, XL, XXL
COLOUR	BLUE/WHITE CARBON, SILVER/CARBON, RED/WHITE/CARBON					
FRAME	NEILPRYDE	ALIZE, C6.7 High-modulus carbon monocoque	NEILPRYDE	ALIZE, C6.7 High-modulus carbon monocoque	NEILPRYDE	ALIZE, C6.7 High-modulus carbon monocoque
FORK		ALIZE, C6.7 High-modulus carbon full-monocoque		ALIZE, C6.7 High-modulus carbon full-monocoque		ALIZE, C6.7 High-modulus carbon full-monocoque
SEAT CLAMP		ALIZE + Integrated Q-Fit		ALIZE + Integrated Q-Fit		ALIZE + Integrated Q-Fit
SEAT POST		ALIZE AERO C6.7 SL		ALIZE AERO C6.7 SL		ALIZE AERO C6.7 SL
HEADSET	FSA	ORBIT CF40, Integrated 1 1/8" - 1 1/2"	FSA	ORBIT CF40, Integrated 1 1/8" - 1 1/2"	FSA	ORBIT C40, Integrated 1 1/8" - 1 1/2"
GROUPSET						
FRONT DERAILLEUR			SHIMANO	DURA ACE 7900	SHIMANO	ULTEGRA 6700
REAR DERAILLEUR				DURA ACE 7900		ULTEGRA 6700
FRONT and REAR BRAKE				DURA ACE 7900		ULTEGRA 6700
SHIFTER LEVER				DURA ACE 7900		ULTEGRA 6700
CRANKSET				DURA ACE 7900, 53/39		ULTEGRA 6700, 53/39
BOTTOM BRACKET				DURA ACE 7900		ULTEGRA 6700
CASSETTE				DURA ACE 7900, 11-25		ULTEGRA 6700, 11-25
CHAIN				DURA ACE 7900		ULTEGRA 6700
WHEELSET						
WHEELS			MAVIC	KSYRIUM SL	MAVIC	KSYRIUM ELITE
TIRE			HUTCHINSON	ATOM COMP, 700x23c	HUTCHINSON	ATOM COMP, 700x23c
COMPONENTS						
STEM			FSA	SLK, 6° 31.8mm	FSA	OS-150 Carbon, 6° 31.8mm
HANDLEBARS			FSA	SLK Compact, 31.8mm	FSA	Wing Pro Compact, 31.8mm
SADDLE			SELLE ITALIA	SLR XP	SELLE ITALIA	SL Kit Carbonio, w/ Vanox tube
TECHNICAL SPECIFICATIONS						
WEIGHT		1.04 KG (56cm)	Complete	6.8 KG	Complete	7.3 KG
HEAD TUBE STIFFNESS (FRAME)		80 Nm/°		80 Nm/°		80 Nm/°
BB STIFFNESS (FRAME)		60 N/mm		60 N/mm		60 N/mm

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