BMW Group
DesignworksUSA

Press Release

NeilPryde to set sail on two wheels: The windsurfer´s hero brand partners with BMW Group subsidiary DesignworksUSA to introduce its first High Performance Road Bikes

"Diablo" and "Alize" to debut at one of Europe´s biggest cycling races, Vattenfall Cyclassics, in Hamburg, Germany in August 2010.

Singapore, 11 August 2010...NeilPryde, leader in the marine and adventure sports markets and known for their high performance windsurfing equipment, takes a valiant step into a new industry segment. Two high-performance road bikes Alize and Diablo have been developed together with BMW Group subsidiary DesignworksUSA. The bikes will be presented to the public for the very first time during one of Europe´s biggest cycling races, the Vattenfall Cyclassics taking place in Hamburg from 13 – 15 August, 2010.

When NeilPryde decided to enter the high-performance road bikes, DesignworksUSA was commissioned as design partner for its global reputation in creating premium designs for the most diverse industries from automotive and aircrafts to yachts or trains. In addition to that the studio offers vast experience in translating distinct brand values into compelling design solutions which has been demonstrated in many sports equipment and lifestyle products as well as bikes for the BMW Group including the latest Mountainbikes, Touring and Cruise Bikes. Working for such a diverse client portfolio which includes many mobility related projects, DesignworksUSA gained a comprehensive understanding of the many aspects of mobility which drew Pryde Group's attention to the strategic design consultancy. Michael Pryde, Group Sales and Distribution Manager at NeilPryde, commented with enthusiasm: "Our heritage in elegantly engineering winning products in the water sports arena is now expanded beautifully to the cycling world." Laurenz Schaffer, President of BMW Group DesignworksUSA, adds "NeilPryde's bike launch is a bold step forward, both in terms of the products' design and the evolution of the NeilPryde brand and we are glad to have been able to develop an innovative vision for this collaboration with NeilPryde".

Shaping a bike identity for NeilPryde

Superior dynamics combined with race-bred aesthetics on a road bike would be any serious performance cyclists' dream. DesignworksUSA took on a rare and exciting opportunity to translate the core of the NeilPryde watersports brand into a visual identity for NeilPryde in the bike segment. "We focused on drawing out the emotional appeal of the bikes that would elicit the passion for cycling and allow existing NeilPryde customers to form a natural connection

DesignworksUSA
A BMW Group Company

Singapore
1 HarbourFront Ave
#15-02/07
Keppel Bay Tower
Singapore 098632

Telephone
+65 68389600

Fax
+65 68389600

Munich
Nymphenburger Str.
86 80636 München
Germany

Telephone
+49 89 548493-0

Fax
+49 89 548493 – 99

Los Angeles
DesignworksUSA, Inc.
2201 Corporate Center Dr.
Newbury Park, California
91320-1421
USA

Telephone
+01 805 499-9590

Fax
+01 805 499-9650

www.designworksusa.com

to the brand", said Magnus Aspegren, Director of DesignworksUSA's Singapore Studio. "The designs embody a fresh visual character that marks the start in a new dimension of mobility for the NeilPryde brand", he adds.

Sculptured Mobility for bikes Alize and Diablo

Alize and Diablo reflect DesignworksUSA's philosophy of creating holistic performance solutions. Distinguishing features of the bikes include sculptured surfaces and exquisite attention to detail that set new standards in converging aesthetic perfection with uncompromising performance levels in the high performance road bike sector. The creative team challenged light-weight targets by finding the optimal balance between weight and various high performance riding contexts. Aerodynamic performance levels were rigorously tested with the Computational Fluid Dynamic modeling system and the high modulus carbon fibre frames of both bikes create greater ride quality and added strength.

Alize is an aerodynamic road bike with an expressive character, perfect for the competitive cyclist who thrives on breaking away from the peleton. Its clean design combines elegant, dynamic aesthetics with an aerodynamic performance reached by an optimized tube profiling and an extension of the Kamm tail. As evidenced through wind tunnel tests, 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 innovative airfoil cross sections are re-interpreted and designed to extend the trailing edge of the air flow without increasing weight. The bike was created with controlled, fluid and refined surfacing using advanced 3D modeling techniques.

The Diablo is the ultimate high-performance bike suited to race enthusiasts who excel on the Alpine ascents and the final sprint. It shows an exoskeleton design of continuous carbon fibres fully integrated into the monocoque front triangle. Integrated sculptural surfaces in the transitions and tubes enhance stiffness without increasing weight. Stiffness ribs were also incorporated into strategic locations on the fork blades, chain and seat stays. The resulting organic form language expresses a muscular and powerful character that visually communicates enhanced light-weight performance.

The first two high performance road bikes from NeilPryde will launch globally online in August 2010 for pre-orders on its website www.neilprydebikes.com and shipment is to begin in mid-September 2010.

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DesignworksUSA
A BMW Group Company

Singapore
1 HarbourFront Ave
#15-02/07
Keppel Bay Tower
Singapore 098632

Telephone
+65 68389600

Fax
+65 68389600

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Nymphenburger Str.
86 80636 München
Germany

Telephone
+49 89 548493-0

Fax
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About BMW Group DesignworksUSA

BMW Group DesignworksUSA is a global design consultancy and subsidiary of the BMW Group. The company, which was acquired by the BMW Group in 1995, today operates globally from its locations in Europe, America and Asia transferring knowledge from their work for the automotive area to clients from the most diverse industries and vice versa. Many of the world's great brands turn to DesignworksUSA for its service in the field of product design, research, development, design strategy, sustainability consulting, brand communications, 3D modeling, and color, materials, and finish. Since 2009, Laurenz Schaffer has overseen the strategy and operations for all three offices. DesignworksUSA works for big brand names such as Nokia, Microsoft and HP, Saeco, Starbucks, Acer or Embraer. 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

For media inquiries please contact:

BMW Group DesignworksUSA
Aaron Hung
Tel: +65 6838 9750, Fax: +65 6838 9757
e-mail: aaron.hung@designworksusa.com
Website: www.designworksUSA.com

NeilPryde
Michael Rice
Tel: +852 2456 6575, Fax: +852 2456 3471
e-mail: mrice@neilprydebikes.com
Website: www.neilprydebikes.com

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A BMW Group Company

Singapore
1 HarbourFront Ave
#15-02/07
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