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EANS-News: Derby Cycle presents new drive system for electric bikes (with photo)

- Globally unique drive concept combines high-performance centre engine and back-pedal brake - Two hand brakes and one back-pedal brake ensure top braking capacity - Up to 100 km range and comfortable recharging ensure customer benefit

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New Products

Subtitle: - Globally unique drive concept combines high-performance centre engine and back-pedal brake - Two hand brakes and one back-pedal brake ensure top braking capacity - Up to 100 km range and comfortable recharging ensure customer benefit

Cloppenburg (euro adhoc) - Cloppenburg, March 24, 2011 - Derby Cycle AG (ISIN DE000A1H6HN1, WKN A1H6HN), Germany's largest manufacturer of bicycles in terms of sales, has unveiled its new "Impulse Drive" for the first time. The new drive system that it has developed was presented yesterday evening to professionals and specialists from the bicycle world at the VELOBerlin bicycle trade fair in Berlin. The system combines the comfort of a high-performance centre engine electro-drive with a familiar back-pedal brake. This drive concept comprises a new worldwide development, and underscores Derby Cycle's innovative strength as a market leader in the high-growth e-bike segment.

Consumers have been faced with a compromise to date: either to enjoy a particularly comfortable centre engine thanks to its low centre of gravity, but without a back-pedal brake - or to deploy back-pedal braking as accustomed, but to then derive the electro-drive's much-loved "tailwind effect" from a technically inferior front motor. The Kalkhoff Impulse series combines the advantages of both drive concepts, with both a back-pedal brake and two hand brakes delivering unique breaking comfort, and, with it, especially high safety levels. At the same time, the low, central arrangement of the e-bike components ensures optimal weight distribution. This offers cyclists additional balance and even better steering behaviour. Along with four Impulse models from the Kalkhoff brand, the new drive system is also being included in selected Raleigh e-bike models.

The technology's full strength is also available when cycling uphill, irrespective of pedalling frequency. The product is rounded out by ranges of up to 100 km, a life-cycle of 1,100 charging cycles, and a comfortable charging process, in which the battery can be optionally removed.

Mathias Seidler, CEO of Derby Cycle AG, commented on this development step as follows: "The e-bike market is growing. We are certain that this new e-bike allows us to address an important and major target group, and we identify enormous business potential for this new drive."

Company profile:

Derby Cycle is a Germany's largest bicycle manufacturer in terms of revenues, and one of the leading manufacturers in Europe. In particular, global demand growth for high-quality electric and sports bicycles, as well as the company's advancing internationalisation in all European volume markets, are reflected in the company's dynamic growth. Derby Cycle's product range comprises electric bicycles, sports bicycles for leisure and competition purposes, as well as comfort bikes for everyday and travel use. These bicycles are sold through the established Kalkhoff, Focus, Raleigh, Univega and Rixe brands. All models are developed and assembled at the company's base in Cloppenburg, Germany. These high-quality products are distributed through specialist retailers who provide their customers with professional advice and extensive service.

With an around 550 employees, Derby Cycle achieved revenue of EUR 173 million in the 2009/2010 and financial year, 72.6 percent of which was generated in Germany, and 27.4 percent abroad. Earnings before interest and tax (EBIT) amounted to approximately EUR 12 million. Derby Cycle sold a total of around 430,000 bicycles, of which 44,000 comprised e-bikes. As a consequence, Derby Cycle has asserted a position of clear market leadership in 2010 with a 20 percent market share. The company forecasted revenues of at least EUR 200 million, and an EBIT margin of between 7 and 8 percent (2009/10: 7.0 percent) for the 2010/11 financial year that ends on September 30, 2011.

Further information is available at: www.derby-cycle.com

Pictures with Announcement: -----

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