

MEDIA RELEASE

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CONTACT:

Shelley Patterson
shelley@buddybike.com
786.489.BIKE (2453)



Electronic release available at:
buddybike.com/PressRoom.html

Buddy Bike Presents 2013 Models at Interbike: Buddy Bike Sport *Deluxe* and Buddy Bike Adventure

Buddy Bike, LLC, the manufacturer of the Buddy Bike[®] - The Alternative Tandem Bicycle, will present two new bike models for 2013 at the Interbike International Bicycle Expo, a trade-only event that will be held on September 19-21 at the Sands Convention Center in Las Vegas, Nevada. **Buddy Bike Sport *Deluxe*** will feature Fallbrook Technologies Inc.'s award winning NuVinci[®] N360[™] Continuously Variable Planetary transmission and **Buddy Bike Adventure** will be available exclusively to bike rental shops and adaptive cycling programs. Both models will be based on the innovative Buddy Bike patented design that places the stoker in the front seat while the captain steers from the back.

Buddy Bike Sport *Deluxe*, will include the features and larger frame of Buddy Bike Sport, the company's most popular bike model. The addition of the NuVinci[®] N360[™] Continuously Variable Planetary transmission will satisfy their customers' need for adaptive and therapeutic cycling solutions for their children without concerns about technical distractions. The *NuVinci N360* is a maintenance-free hub that requires no adjustments. It makes shifting as simple as adjusting the volume on a radio and allows the rider to seamlessly and continuously shift, even under high pedal torque, without power interruptions, missed gears or dropped chains. Buddy Bike Sport *Deluxe* is the company's second bike model to include the *NuVinci N360*. Buddy Bike's Director of Marketing and Business Development, Shelley Patterson, says "Our first experience with NuVinci was impressive. The simplicity and no-maintenance features of the *NuVinci N360* eliminate novice-rider fears over shifting and allow parents to focus on enjoying a safe ride with their children making it an ideal fit for The Buddy Bike and our goal to encourage more families to bicycle, especially families with special needs children who might otherwise never enjoy the thrill of riding a bicycle."

Buddy Bike Adventure is a single-speed, simplified bike model that will be available exclusively to bike rental shops and adaptive cycling programs in an effort to provide more locations where families may experience the Buddy Bike. Buddy Bike Adventure will be based on the company's Family bike frame which is designed to encourage novices, non-riders and special needs families to cycle. "We are building this special version of the Buddy Bike in the hopes that more bike rental locations will offer the Buddy Bike as an alternative cycling solution, which can expand their market and potential for income. We also hope that adaptive cycling programs will be able to take advantage of the lower cost of this model." says Patterson.

Buddy Bike Sport *Deluxe* and Buddy Bike Adventure will arrive in December 2012. The company will continue to offer Buddy Bike Sport (27 speed) and Buddy Bike Family (8 speed). For more information about Buddy Bike products visit www.buddybike.com.

For more information about *NuVinci N360* and Fallbrook Technologies Inc., visit www.fallbrooktech.com.

About Buddy Bike, LLC

Buddy Bike, LLC is the manufacturer of an innovative in-line tandem bicycle that places the stoker in front. They strive to provide courteous and timely service to their customers while providing a quality product that will encourage more families to bicycle, especially families with special needs children who might otherwise never enjoy the thrill of riding a bicycle. For more information on bike models, pricing and dealers visit www.buddybike.com or call 786.489.BIKE (2453).