



FOR IMMEDIATE RELEASE

Currie Technologies Sponsors LEVA in 2014



LEVA

LIGHT ELECTRIC VEHICLE ASSOCIATION

Simi Valley, CA- February 4th, 2014- Currie Technologies is proud to once again sponsor the Light Electric Vehicle Association (LEVA), the world's largest and most influential trade association for electric bikes and other electric and eco-friendly light vehicles. As a Bronze Sponsor, Currie Technologies, one of the oldest and most established manufacturers of electric bikes in the US, will continue to support the Association in its efforts to educate businesses and the public on the benefits of electric bikes and electric light vehicles.

Currie Technologies offers one of the largest product ranges in the industry for 2014, including German high-performance Haibike eBikes, sleek urban eFlow eBikes, and the wide ranging IZIP brand of eBikes. By offering a variety of eBike styles and models through their nationwide network of Authorized dealers and service centers, Currie Technologies allows people of a variety of ages and abilities to embrace this eco-friendly transport option and to reclaim the joy of cycling.

LEVA will further partner with Currie Technologies to provide LEVA Technician Training courses from February 27 to the 28th at the Currie Technologies' offices in Simi Valley, California. These courses will provide growth opportunities for Technicians in the bicycle industry, and will also provide a greater network of experienced electric bike Technicians to better educate and assist the public.

With electric bike sales growing in both Europe and North America, Currie Technologies, as a part of Accell Group, will continue to be an industry leader in US eBike distribution and manufacturing, as well as continuing to support the growth of eBikes as an eco-friendly, enjoyable, and efficient transportation option.

ABOUT CURRIE TECHNOLOGIES

Currie Technologies®, an Accell Group company, is renowned for their large selection of stylish, premium quality and technologically advanced electric bicycles marketed under the IZIP and eFlow brand names. The company is also the exclusive distributor of Germany's Haibike electric bikes. Since 1997, Currie has been one of the oldest and most established U.S. developers and distributors of eBikes with a network of dealers nationwide, offering a selection of models to meet every riders need for cost-effective transportation alternatives, recreation, exercise and just plain fun. Currie Technologies of Southern California holds various patents on its products including their Electro- Drive™ Propulsion Systems, unique electric drive systems that provide superior performance and durability at a reasonable price. To learn more about Currie Technologies® product lines, please visit www.curriotech.com .

ABOUT LEVA

The Light Electric Vehicle Association (LEVA) represents the strategic interests of light electric vehicle retailers, dealers, distributors, manufacturers and suppliers to promote the development, sale, and use of LEVs worldwide. With more than 250 members in 29 countries, their purpose is to provide a service to light electric vehicle companies by helping to establish a favorable operating environment through legislation and regulations, by providing a forum for discussion on non-competitive issues, the promotion of technical standards, and by providing information to assist them in the promotion of their business. To learn more about LEVA, please visit www.levassociation.com.

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