

FOR IMMEDIATE RELEASE

IZIP E3 Metro wins iF Design's Taipei Cycle Design and Innovation Award



Simi Valley, CA- February 11th, 2014 - Currie Technologies is proud to announce that the all-new IZIP E3 Metro electric bike has won iF Design's 2014 Taipei Cycle Design and Innovation Award. This prestigious award will be officially presented by the iF Design jury during Asia's biggest cycle fair, Taipei Cycle Show, held March 5th through 8th, 2014.

The iF jury judged the many bicycle industry entrants on superiority of innovation, design and quality. The IZIP E3 Metro, an urban utility eBike, presented a strong design and clean aesthetic. Stable cargo carrying capability, rider comfort, and the removable seat-tube integrated battery pack gives the IZIP E3 Metro the combination of weight balance, functionality and style which the judges were looking for.



The IZIP E3 Metro features an easy to install and remove front basket with 25kg load capability, bamboo-paneled rear carrier, rugged construction, and an e-system equipped with both throttle control and hybrid pedal assist systems with custom LCD display.

The IZIP E3 Metro will be available exclusively through Currie Technologies' Authorized Dealers in spring of 2014.

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ABOUT iF 'S TAIPEI CYCLE DESIGN AND INNOVATION COMPETITION

In its 26th year in 2014, the Taipei Cycle Show is Asia's biggest bicycle fair: each year in March both industry leaders, design experts, and the general public all coalesce to present and learn about the year's bicycle industry innovations. The highlight of the Show is the special presentation of the Taipei Cycle Show iF Design and Innovation Awards. These prestigious awards are presented by the iF Design committee, one of the most internationally respected consumer design award boards not just in the bicycle industry, but within the design and manufacturing industry as a whole. To learn more about the iF Taipei Cycle Show Design and Innovation Competition, visit http://www.ifdesign.de/organized_taipeicycle_index_e.

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 .

MEDIA CONTACT:

Larry Pizzi, President, Currie Technologies, (805) 915-4901
lpizzi@curriotech.com