

Press Release Dahon 07 – Shark Preservation

For immediate release (Thanks in advance for 2 hardcopies or website-hyperlink)

Dahon: Supporting Global Research into Shark Preservation

Duarte, California, January 15, 2007 – Dahon, the world leader in portable bicycles, today announced that it would donate 1% of all 2007 sales of its 20” wheeled Mini Bike range to the World Conservation Union’s Shark Specialist Group (SSG). The donation will go toward projects focused on the preservation of sharks worldwide and continuing work on the upcoming 'Global Chondrichthyan Assessment', in which assessments are being produced to highlight species that are threatened with extinction.

“Dahon has always been about giving back to the community and by teaming up with the Shark Specialist Group, Dahon has the chance to support some truly special projects helping further research into shark populations and species extinction the world over,” commented Christopher Hess, Dahon Marketing Manager. “Our range of 20” Mini Bikes are all named after sharks that mimic the bikes’ characteristics. Supporting the SSG complements our goals of supporting the environment whilst getting more people using sustainable forms of transport.”

“Dahon’s donation will go a long way to furthering the SSG’s work and it is refreshing to see companies taking the initiative and seeking out new and interesting ways to conduct their corporate philanthropy,” said Claudine Gibson, SSG Programme Officer. “We will be reporting regularly to Dahon on just how the money is being spent and look forward to publishing our 'Global Chondrichthyan Assessment' with help from Dahon.”

Dahon’s range of 20” wheeled Mini Bikes are perfect for small space dwellers that don’t necessarily want or need the complete folder experience. Mini Bikes pack flat in seconds and allow for bikes to be stowed behind a sofa, neatly in a hallway or even bagged and placed in a wardrobe.

The Mission of the Shark Specialist Group (SSG) is to ‘promote the long-term conservation of the world’s chondrichthyan fishes (sharks, skates, rays, and chimaeras)’. The SSG is a collection of approximately 200 worldwide specialists working toward identifying the problems associated with the maintenance of shark stocks in their regions.



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The Mako



The Mako is the top of the line Dahon Mini Bike. It is a super fast performance road bicycle that packs flat for easy transport and storage. It comes with an ultra light double-buttressed frame, Shimano Ultegra, FSA, and Kinetix CarbonLite components. The ultra compact frame features excellent stand-over height and lightning fast acceleration. Mako 9.0 MSRP Euro 1.499.

The Hammerhead



The Hammerhead is a performance road bike designed around compact 20" wheels. The Hammerhead is perfect for any rider that's looking for a nimble and agile bike for riding around the city or for smaller riders who want a Shimano 105 road bike with uncompromised fit and performance. Hammerhead 7.0 MSRP Euro 999.

The Smooth Hound



The Smooth Hound packs flat in seconds and slips easily into a shoulder bag for you to carry aboard a bus or train or stash in your hotel room at night. It has all the features you'd need (and more) for comfortable, hassle free bike touring. BioLogic™ Handlebar handlebars are ergonomically designed to give you multiple hand positions. Luggage racks are set closer to the ground for a lower center of gravity and improved loaded stability. Smooth Hound 6.0 MSRP Euro 799.

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The Wobbegong



The Wobbegong gets you where you need to go efficiently, quickly, and according to your schedule. So, whether it's hitting the beach with your friends after school or slipping through the streets with the warm summer wind on your face, the Wobbegong lets you do it all in style. And when you get to where you need to go, the Wobbegong packs flat and slips into a shoulder bag in seconds. Wobbegong 3.0 MSRP Euro 299.

For more information on the Dahon 20" 'shark' mini-bikes please visit:
<http://www.dahon.com>

For more information on the IUCN Shark Specialist Group (SSG), please visit:
<http://www.flmnh.ufl.edu/fish/organizations/ssg/SSGBG.htm>

Press and industry analysts can find hi-resolution images at the Dahon Press Room:
<http://www.dahon.com/news/press.htm>

User name: editor
Password: access21

Dahon is committed to creating green mobility solutions for people who live active, environmentally- friendly lifestyles. In 1982 Dahon ignited the folding bicycle revolution with the introduction of the Dahon Folder, the forefather of the modern-day folding bicycle. Dahon is the world leader in folding bicycles and is headquartered in California, with factories and offices in Taiwan, Macau, and China.

Dahon is a registered trademark of Dahon California Inc.

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