
NEWS RELEASE

For Immediate Release

An electrifying cycling tour across the Hohenzollern bridge to the Cologne Cathedral

Frankfurt, Germany. September 17, 2007 – Around 20 trade fair visitors took part in the first ever “Explore Cologne E-Tour” during the IFMA Cologne bicycle trade show last week.

JD, the manufacturer of mobility products and bike components, teamed up with Taiwanese airline EVA AIR to organize the special event, giving select trade fair visitors and members of the media the opportunity to experience JDs newly introduced pedal-activated drive system – TranzX Power Support Technology – while taking a tour of downtown Cologne.

“JD is excited to have been able to demonstrate the viability of electric bicycles as sustainable, clean vehicle transport to our guests and the media,” said Johnson Cho, JDs general manager.

The group drew puzzled stares from passers-by as they effortlessly passed other cyclists, maneuvering along the Rhine River, across the Hohenzollern Bridge, visiting Cologne’s famous Cathedral and ending in the city’s historical old town. Participants were prompted to discover a few of Cologne’s world famous sights during the tour as part of an event competition.

Correctly identifying the different sites, Daniel Hrkac from SAZ bike won the first prize receiving a round-trip Elite Class ticket with EVA AIR from Paris to Taipei from EVA AIR’s Marketing Manager Carmen Wiedfeldt. Michael Wagner from “aktiv Radfahren” won the second prize; taking home a TranzX PST powered Spirit bicycle and Jan Willem van Schaik from Bike Europe took home the third prize, a JD Bug aluminum scooter.

Together with its German partners deVELOPMENT engineering GmbH and Point bike-innovation GmbH, JD provided a variety of electric bicycles for participants to ride during the Explore Cologne E-Tour event.

JD officially launched TranzX Power Support Technology – a state-of-the-art drive system for electric bicycles – in March at the Taipei Cycle Show. At IFMA Cologne, JD unveiled modifications including a new long range lithium battery that lets riders travel an average of 75 km per charge.

###

ITMS Public Relations
E-Mail: pr@itms.de
Tel: +49 6032-3459-0
Fax: +49 6032-345929