
NEWS RELEASE

For Immediate Release

JD creates new video clip to promote TranzX PST

Bad Nauheim, Germany. November 26, 2007 – JD, the manufacturer of mobility products and bike components, this week introduced a new video clip to promote TranzX Power Support Technology (PST), its state-of-the-art pedal-activated drive system for electric bicycles. The six minute long film is geared toward the bicycle industry and trade professionals and can be viewed on demand online.

The video clip – part of an integrated marketing campaign launched in March – begins with scenes of a traffic-clogged, polluted city thus promoting the electric bicycle as an alternative means of transport. The film goes on to demonstrate the advantages of the TranzX PST drive system, reveals the company's commitment to quality control and recalls the global phenomenon the company brought on when it introduced the kick scooter.

Footage of a couple getting a quick start in city traffic or effortlessly overtaking other riders, demonstrate the advantages of TranzX PST in a fun and witty fashion. In other scenes, the film outlines the system's components and explains the benefits for manufactures. Pleasing city scenes and the lovely scenes presented by the green fields in the outskirts of the city make the viewer want to jump on an electric bicycle and rediscover the beauty of our cities.

The video is part of a marketing push to support the launch of TranzX PST. In March, the company launched TranzX PST – using the strapline "Prepare to be surprised" at the Taipei International Cycle Show. For the most part, the campaign – encompassing trade advertising, public relations, events, marketing collateral and a new website – has targeted the Dutch and German markets.

The TranzX PST product video, shot in 16:9 format, was produced and directed by ITMS Marketing in partnership with Frankfurt based Nimbus Productions. The clip can be viewed directly online by visiting the TranzX PST website at www.tranzxpst.com or ordered on DVD via E-mail (info@tranzxpst.com).

About JD

JD ignited the 20th century's last great fad when it created the Razor and JD Bug kick scooters. JD develops and manufactures innovative and environmentally responsible mobility products and technologies to continually advance how people move and live.

The company began in 1986 in Chang Hua, Taiwan as a manufacturer of high-end aluminum bicycle frames and specialty components, which it con-

tinues to produce and market globally under TranzX, a global brand for quality bicycle components.



Today, JD is a world leader in mobility innovation, with an outstanding collection of quality brands across different product categories. These brands include: JD Bug, CityBug, JD Razor and TranzX. All of the products produced by JD Corporation have the quality and reputation for high standards that JD has established over more than two decades.

About TranzX PST

JD officially launched TranzX Power Support Technology (PST) as a next-generation drive system at the Taipei Cycle Show in March 2007. TranzX PST propels bicycles with the latest in efficient and lightweight electric technology, delivering a smooth and unique riding experience. Virtually maintenance-free, the high-tech system offers smoother acceleration, low running costs, simple operation, low noise and zero emissions.

About ITMS Marketing

ITMS Marketing is recognized for its 360-degree marketing communications strategies and high-level results. Founded in 1991, the agency quickly earned its reputation as a marketing group that is capable of reaching exceptional goals flawlessly and with great dedication.

Based on the outskirts of Europe's financial capital of Frankfurt, ITMS Marketing advises a balance of well-known global and national companies in Europe and around the world, offering services ranging from public relations and advertising, to event management and sales promotion.

ITMSs client list includes blue chip brands such as Major League Baseball, Burger King, US Airways, Sanden Corporation and Kerckhoff Clinic.

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