

Bikes That Change the World: Wheels4Life Enlists crankbrothers and Performance Bicycle® to Help People in Developing Countries

Auction of one-of-a-kind “dream” mountain bikes will raise money to donate hundreds of bikes to families and individuals in developing nations.

Laguna Beach, CA & Chapel Hill, NC, November 11, 2010 – Can a bike change a person’s life? Two of the major names in the cycling industry think so, and they have signed on to a legendary cyclist’s mission to transform the lives of people in developing countries by giving them bicycles.

Performance Bicycle®, the country’s number one specialty bike retailer, and [crankbrothers](#), makers of high-end bicycle components, have teamed up with Wheels4Life to create and auction off a high-end line of custom-built mountain bikes. 100 percent of the proceeds of the [auction](#) will put life-changing bicycles in the hands of people who need them most.

Wheels4Life: Changing People’s Lives with Bikes

Since its founding in 2005, [Wheels4Life](#) has provided more than 2,000 bicycles to people in more than 20 countries, including Afghanistan, Nepal, Uganda, Tanzania and Rwanda.

Wheels4Life is a non-profit organization founded by legendary extreme mountain biker, [Hans Rey](#). Rey and his all-volunteer team have made it their mission to deliver bikes to remote towns and villages in Africa, Central America and Asia. In pockets of these regions, bikes provide much-needed transportation to schools, work, clinics and hospitals, which are often more than 20 miles away.

“A bicycle in the hands of the right person can work miracles,” said Rey. “If you consider that one-sixth of the world’s population lives in poverty, a bike can make all the difference in whether a person gets access to education and healthcare.”

Rey added that Wheels4Life partners with local institutions and organizations to identify people who need bikes most. When it can, Wheels4Life purchases bikes in the country where they are distributed, helping the local economy, making it easier to find replacement parts and saving on shipping, import taxes, duties and storage costs.

Dreambikes: Mountain Bike Works of Art

The dreambikes that will benefit Wheels4Life consist of a fleet of impeccably spec’d, high-end mountain bikes created by crankbrothers to showcase their new line of components. Using the best frames and components, and coordinated color schemes, crankbrothers worked with partners including Ibis, Titus, Focus, Tomac, SRAM, RockShox, Avid, Fizik and Continental Tires, to create the kind of bikes enthusiasts dream of owning. Each dreambike is valued at more than \$5,000.

Crankbrothers and Performance will auction off a total of ten dreambikes. To see the complete group, visit the [dreambikes](#) page at www.performancebike.com.

The Dreambike Auction

Performance Bicycle will provide access to the dreambikes auction on its website and will auction off two dreambikes a week for five weeks. Proceeds of every sale benefit Wheels4Life, with the goal of raising \$50,000 to purchase 500 life-changing new bikes.

The auctions start November 15th and will run according to the following schedule:

Auction 1: 11/15 – 11/21

Auction 2: 11/22 – 11/28

Auction 3: 11/29 – 12/5
Auction 4: 12/6 – 12/12
Auction 5: 12/13 – 12/19

“Wheels4Life is one of the most compelling and creative humanitarian causes we’ve seen, and we are proud to support it,” said Jim Thompson, CEO of Performance, Inc. “By the simple act of giving bikes to people in underdeveloped nations, we can give them access to opportunities they otherwise wouldn’t have. It makes you realize how much we take for granted in our own lives.”

To take part in the auction, visit the [auction page](#) through the Performance Bicycle website.

About crankbrothers

Founded in 1997, crankbrothers is known for its highly inventive products and refreshing focus on design. The company gained momentum with the launch of the eggbeater pedal in 2001, and has since brought forth a diverse line of pedals and bicycle components that are distributed globally and enjoyed by many of the world’s top athletes. All of the crankbrothers products are designed in Laguna Beach, California. For more information on crankbrothers, visit www.crankbrothers.com.

About Performance Bicycle

Performance Bicycle is the number one bike specialty retailer in the U.S. and is a wholly owned subsidiary of Performance Inc. Performance provides a multi-channel cycling retail experience that spans catalogs, a website at www.performancebike.com and over 90 nationwide stores that cater to both the avid biking enthusiast and the recreational rider. Performance Inc. is majority owned by North Castle Partners of Greenwich, Connecticut. For more information about Performance Bicycle, please visit www.performancebike.com.

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