

NEW LINE OF COMMUTER BIKES FROM PERFORMANCE BICYCLE OFFERS MORE CHOICES FOR EVERYDAY CYCLING

America's #1 specialty bike retailer offers five new models of city bikes and commuter bikes that aim to make everyday transportation by bicycle more comfortable and enjoyable

CHAPEL HILL, NC, May 4, 2010 — **Performance Bicycle**, the nation's number one specialty bike retailer, is launching a new line of bikes aimed at commuters and casual riders. The Translt line of city and [commuter bikes](#) is the newest expansion of the Performance brand and offers anyone a way to make cycling part of their everyday routine.

The new Translt line features five stylish and durable bicycles designed for reliable everyday use and maximum comfort in any condition, from campus trails to city traffic. The line was inspired by well-known streets in Performance's hometown of Chapel Hill, North Carolina. Franklin, Rosemary, Cameron, Kenan and Weaver are streets that are well known for their heavy bike traffic of workers, students and families.

"Huge" Benefits of Travel by Bike

Jim Thompson, chief executive officer of Performance Inc., noted that the benefits of biking as a means of transportation are huge:

- A four-mile roundtrip by bicycle prevents the production of 15 pounds of air pollution, according to the League of American Bicyclists (LAB).
- According to the US Department of Energy, more than 50 percent of the working population in the US lives within 5 miles of work.
- Although more than 60 percent of all trips are 5 miles or less, fewer than one percent are traveled by bike (LAB).
- If just one out of every 10 commuters who now drive to work switched to bicycling, the savings would amount to two billion gallons of gasoline per year and reduce carbon dioxide emissions by 25.4 million tons (LAB).

"I think we're in the midst of a renaissance of the American bicycle, and commuter bicycles are going to play a larger role in that trend," said Thompson. "We think our new line of Translt bikes are just the thing to get more people to consider the benefits of commuting and traveling by bike. They offer a smooth ride, look great and provide a tremendous value. These are top-of-the-line bikes that come with premium components like Shimano and SRAM. They'll appeal to a wide range of riders."

The Translt Lineup

Thompson said that each of the five Translt models addresses different needs and tastes:

Translt Franklin – The flagship of the Translt line, Franklin is a versatile and stately commuter bike combining speed, utility and style. (MSRP: \$1,649.99; Street: \$899.99)

- Velo classic leather grips and saddle with spring-tensioned tuning
- Chocolate colored frame set
- Custom-built wheels with Shimano Alfine hubs and Alex 36-spoke rims
- Shimano Alfine Rapidfire Plus shifter, with gear optical display, and Alfine 8-speed gear hub
- Shimano Alfine Hydraulic Disc brakes for stopping power and modulation for flawless braking in all seasons
- Schwalbe Road Cruiser tires for quiet running and low-rolling resistance, puncture protection and all-weather grip
- Spring-loaded rear rack and alloy fenders

[Translt Rosemary/Translt Cameron](#) – Two different looks, one great ride for travel from home or to favorite spots with comfort, style and convenience. (MSRP: \$1,399.99; Street: \$799.99)

- Custom 6061 Aluminum frame
- Sporty and versatile SRAM I-Motion 9-speed internal gear hub
- SRAM Bandix shifter, with optical gear display
- Tektro Lyra Disc Brakes for stopping power rain or shine
- Custom-built 700c wheels with 36-spoke Alex rims
- Schwalbe Marathon Extreme tires with patented SnakeSkin
- Velo vinyl leather grips and tensioned leather saddle
- Alloy fenders and rear rack mounts

[Translt Kenan](#) – Designed for students, Kenan offers agile handling for hopping curbs, stair descents and weaving between walkers on and off campus. (MSRP: \$899.99; Street: \$599.99)

- Custom 6061 aluminum frame
- SRAM I-Motion 3-speed internal gear hub
- SRAM Bandix shifter, with optical gear display
- Tektro IO disc brakes for all-weather braking power
- Kalloy handlebar, stem and seatpost
- Custom-built wheels with 32-spoke Alex rims
- Schwalbe Super Moto 26 x 2.35 tires with SpeedGrip Compound
- Rear rack and fender mounts

[Translt Weaver](#) – A premium single-speed for the best in urban-tracking and campus cruising, Weaver was designed for maneuverability. (MSRP: \$699.99; Street: \$499.99)

- Custom 6061 Aluminum frameP
- Tektro IO Disc brakes for all-weather braking
- Kalloy handlebar, stem, and seatpost
- Custom-built wheels with 32-spoke Alex rims
- Schwalbe Super Moto 26 x 2.35 tires with SpeedGrip Compound
- Rear rack and fender mounts

Performance Bicycle: A Resource for Every Rider

The Translt line of city bikes and commuter bikes is the newest addition to Performance Bicycle's mission to make cycling retail friendlier and more accessible to more people. Performance backs up every sale with a 100 percent satisfaction guarantee and 90-day Low Price Promise, including free lifetime adjustments. The [Kids Bike](#) Growth Guarantee allows families to trade up and get discounts on new bikes as children grow. Guests also can join the Team Performance® Buyer's Club, cycling's number one buyer's club, to get ten percent back on every purchase, free second-day shipping upgrades, and other exclusive offers.

Performance Bicycle offers three great ways to shop—by store, by catalog and online at PerformanceBike.com.

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