

News & Press

CycleNav Smart Bike Navigator

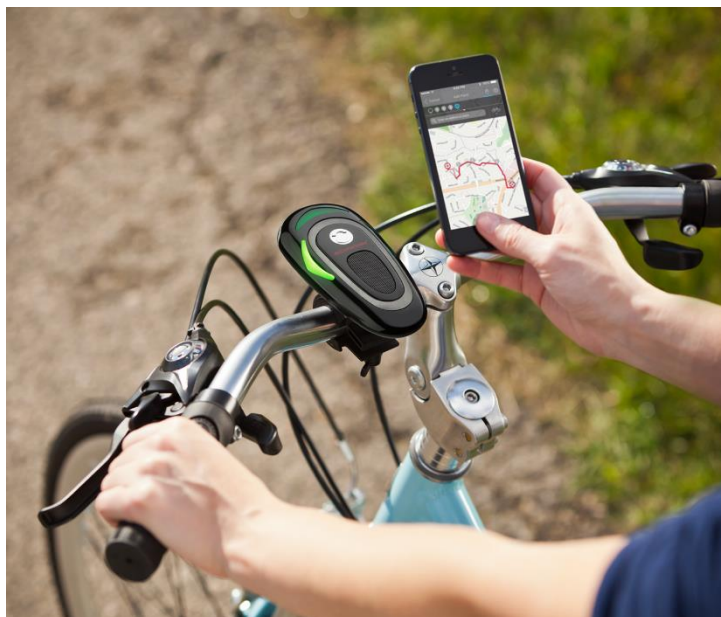
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Schwinn Debuts CycleNav Smart Bike Navigator at Consumer Electronics Show Unveiled Media Event

See where to go and hear when to turn with Schwinn's new CycleNav patent-pending smart bike navigation system

Las Vegas, Nevada – January 06, 2014 – [Schwinn](#), a brand of Dorel Industries (TSX: DII.B, DII.A), unveiled the [CycleNav Smart Bike Navigator](#), the brand's first-ever mobile appcessory at the 2014 Consumer Electronics Show (CES) Unveiled. Schwinn CycleNav is a free mobile application paired with a handlebar-mounted smart-bike navigation unit designed to give riders turn-by-turn audio and visual navigation from their handlebars.

CycleNav is the *first navigation* device that, when connected to a smart phone via Bluetooth, provides audio commands and visual light indicators to direct riders to their desired destination. With your phone in your pocket, basket or bag, your hands are free to steer while CycleNav speaks directions and flashes turn indicators. With your attention on the road and not on your phone, any type of bike riding you're doing – from exploring new trails or commuting to work – is safer and easier than ever before.



Choosing a route to ride is simple: enter the destination address and CycleNav provides route options based on terrain and also offers you the shortest route option, by both time and distance. Need to make a stop along the way? CycleNav allows you to add a stop during your trip or to create a custom route. If you miss the audible directions, CycleNav will repeat the last instruction with a click of the center chrome button; this button on your CycleNav is located just inches away from your handlebars, ensuring your attention

and hands are focused on riding safely. As an added bonus, CycleNav also acts as a bicycle headlight.

At the end of your trip, the CycleNav application records statistics from your journey, including distance, duration and calories burned, giving you a complete snapshot of your ride. Share your ride stats with friends through social networking integration. Challenge other riders with MapMyRide through uploading your ride history.

The app marks Schwinn's first entree into the world of mobile technology, continuing the brand's legacy of innovation and advancement of bike riding for the masses. CycleNav is available for free download via the Apple App Store and Google Play on January 15, 2014. Schwinn CycleNav will be available at Walmart stores in the bicycling section in spring 2014 for a price of \$59.99.