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Hebb Launches “Super Powered Electrics” at 2008 Interbike

New Hebb E-Bike Line Combines Fun with Fitness and Practicality For Every Rider

Las Vegas, NV—September 24, 2008—Hebb E-Bikes today launched one of the most anticipated brands in the fast-growing electric bike category, Hebb’s “Super Powered Electrics.” The company’s launch features the introduction of its I Series line-up of electric bikes: models 100, 200, 300, 400-F and 500.

The new electric bike line offers a combination of state-of-the-art features and benefits to appeal to all types of riders—from recreational cyclists to urban commuters; from seniors to college students. The line was designed by a team of top specialists with combined decades of experience in the cycling and fitness industries, building some of the world’s most popular products for companies like Nautilus, Ironman, Schwinn Cycling and Fitness, Trimline and Roadmaster. Key features include powerful 200 to 400 watt hub-encased brushless motors, 10 Ah lithium polymer batteries ranging from 24 to 36 volts, high performance controllers and several aluminum frame styles including a step-through and a compact folder frame.

Hebb’s #1 Brand Heritage

The Hebb brand is no newcomer to electric-powered lifestyle equipment. Prior to its e-bike venture, in five years Hebb established a treadmill and exercise bike company from scratch that became the world’s most successful manufacturer in its class. Hebb’s Trimline brand was so well-received in the marketplace that Schwinn Cycling and Fitness bought the company, which shortly after became Nautilus Fitness.

The Hebb brand is synonymous with quality, reliability, and world-class customer service. Hebb’s expertise in Asian manufacturing, sourcing and quality assurance of motors and controllers makes its strong presence in the e-bike category a natural, seamless extension.

Key Executives

Hebb E-Bikes is jointly owned by Bill Hebb and Jason Lee. Mr. Lee, a degreed mechanical engineer, is a native of Taiwan, and has been a fitness equipment sourcing expert for 15 years, working with a variety of companies including Hebb industries, Schwinn Cycling and Fitness, Nautilus, and Quantum. Mr. Hebb has been involved in the international fitness industry for over 20 years, including Hebb Industries, Schwinn, Nautilus, and Hebb Fitness Sales. It is the goal of Hebb E-Bikes to be the most customer - focused electric bicycle company in the world. Its primary focus (and ultimately its success) is listening to customers and responding to their needs.

The Hebb E-Bike brand and dealer marketing support is being led by Phil Herzog, VP of Marketing for the company, who brings 20 years of brand marketing experience as a senior strategist with companies such as DirecTV, Sheraton Hotels, JD Power, Bell Helicopter, RealNetworks, and Union Bank.

For product images click here: <http://www.smoothstonepartners.com/Hebb/>

E-Bike Backgrounder

The Benefits of Electric Bikes Are Enormous

- Inexpensive to operate—save money on commuting or running errands.
- No license, registration or insurance required.
- Pedal effortlessly to work without getting sweaty.
- Good source of exercise if you want just be seen as a fitness person.
- No traffic delays since you can ride in bike lanes.
- Follows the green trend—no exhaust emission, quiet, minimal carbon footprint, lithium batteries replacing lead-acid.
- Portable—take it into your office, condo, load it on the bus or train; take up elevators in urban high rises.
- Fun to ride—feel like a kid again!

10 Questions People Ask About Electric Bikes

1) How far and how long can I go on one battery charge?

This depends on several factors, such as the user's weight, terrain you are riding on, and how much you use your legs vs. just using the throttle. It also depends on the battery voltage and amp hours of the battery. Most will run about 2 hours, or around 30 miles between charges. Almost all have battery meters indicating how much charge is remaining.

2) How long does a battery charge take?

Most chargers are 2Ah, so a 10 Ah battery will take 4 – 5 hours.

3) How long will a battery last?

Depending on how they are treated, many will last about 500 charges. So it depends how often you use it, and charge the battery. Generally figure about two years for a battery.

4) How big does a motor need At least 200 watts. By law, they are restricted to 750 watts maximum (continuous). Depending on the current limit setting on the motor controller, most motors can generate about 450 watts of peak power. This will get you up some pretty steep hills.

5) Where should the motor be located?

Some are in the front hubs, some are in the rear hubs, some are outside the rear hub. The advantage of a front hub motor is being able to distribute some of the additional weight forward and use a traditional rear wheel offering any gearing combination you desire. The advantage of a non-front hub motor is you can remove the front wheel for easier transportation. Otherwise, it is personal preference.

6) How fast can an e-bike go?

Most state laws restrict e-bikes to cut off power at 20 mph. Of course, using pedaling power and downhill, you can go faster. The difference is most noticeable going up-hill where your speed can double or triple that of a non-motorized bike.

7) Why are e-bikes so heavy?

The motor, controller and battery weigh 15-20 pounds. There is additional tubing to support the battery and most e-bikes have rear cargo carriers, chain guards, and fenders which add more weight, so e-bikes

often weigh 60 pounds. Beware of super lightweight e-bikes, and pay special attention to battery protection and a frame to support the additional weight.

8) How many gears should I have on an e-bike?

Though this is a personal preference, anything more than 7 or 8 is a bit excessive. In fact, most people use only the top gears most of the time as the throttle can help you start, even if in top gear.

9) What is “pedal assist”, and “power on demand”?

E-bikes sold in Europe must be pedal assist, which means the motor will not engage unless the pedals are moving. Most bikes sold for the USA market have a twist or thumb throttle, which is “power on demand”.

10) Why do most e-bikes have fenders, chain guards, and rear carriers?

Many e-bikes are used by commuters, students, and people on errands wanting to save money and our environment by using an e-bike. These features allow you to carry groceries, books, computer equipment, or other personal items while wearing regular clothing.