



## For Immediate Release

## Press Release



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### **KM40 Airfoil Included In Architectural Digest "Great Design" Issue**

**Scotts Valley, CA (May 19, 2003)**-- The Kestrel KM40 Airfoil Triathlon Bicycle, designed by IDE and manufactured by Kestrel-USA, was selected for inclusion in the May 2003 "Great Design Issue" of Architectural Digest. The issue celebrates "the eternal spirit of innovation that guides the world's greatest designers in their work." It doesn't limit the scope of great design to architecture and interior design, but includes automotive, electronics, housewares, textiles, jewelry and more - as well as one bicycle. According to the editors "some of the world's most breathtaking designs just happen to be on wheels ... wondrous conveyances that get us and our precious cargo from here to there, all the while making a personal, portable design statement for the entire world to see."

The KM40 has proven to be one of the most acclaimed bicycle designs of all time. In January of 2000, soon after its introduction it received an IDEA (Industrial Design Excellence Award). An international event, the IDEA has become the world's most prestigious recognition of excellence in product design.

In November 2000 the KM40 Airfoil received its second international award, when the Chicago Athenaeum: Museum of Architecture and Design, honored it with a GOOD DESIGN Award. "GOOD DESIGN bestows international recognition to designers and manufacturers for advancing new and innovative product thinking and originality and for stretching the envelope beyond what is considered standard product and consumer design." The KM40 has also been selected to be included in the museum's permanent design collection.

The KM40 Airfoil is an ultra lightweight one-piece (monocoque) design that incorporates airfoil sections throughout its form. This carbon fiber bike frame is specifically designed for triathletes and time trial riders. The aim of this project was to design a specialist bike frame utilizing modern materials and manufacturing techniques coupled with computer aided sculpturing software, namely Rhino 3D NURBS Modeling for Windows. All this technology was combined in order to give the rider the best chance to maximize his or her performance.