



For Immediate Release

Press Release

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IDE designs the EDGE for industry leader Kestrel-USA

Scotts Valley, CA (February 11, 2002) - For the EDGE program Kestrel's goal was to create an 'epic ride' full-suspension Kestrel mountain bike, one suited for traversing extreme terrain on long cross-country rides. IDE's 15 years of award winning product design brought new ideas and solutions to the EDGE project. Of first importance to Kestrel was the emphasis on "ride quality." A Kestrel bicycle must be strong, stiff, and use proven geometry, while reducing weight over conventional 3-tubed metal frames. Several rounds of concept ideation ensued, starting with hand concept sketches from a team of four IDE designers and immediately moving to two-dimensional concept renderings in Adobe Illustrator. The entire first phase of industrial design was accomplished entirely using 2D design tools, leveraging the relative swiftness of image generation and Kestrel's trained eye for a bicycles' trail-worthiness.

Subtle features were integrated into the frame, including a nearly planar lower surface to the down tube, which reduces mud splatter in the rider's direction, and intentionally overbuilt "knuckles" at the head tube, visually and structurally increasing the strength of this highly stressed junction. The mechanical design for the EDGE started with a basic geometry layout, which included the wheelbase, top tube, seat angle, and head angle of the two dimensional concept design. IDE's goal was to make the layout changeable for different frame sizes, and IDE design engineer Niall Macken created parametric geometry in Pro/ENGINEER so that sizes could be easily changed. The entire design and development program took just over six and a half months.