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For Immediate Release

Press Release

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To The Competitive Triathlete

A Well Designed Bicycle Frame Can Be The Winning Edge

Scotts Valley, CA (March 1, 2000) --- Kestrel's KM40 Airfoil bicycle frame, designed for Kestrel by IDE Inc., is an aerodynamic, lightweight, monocoque, carbon fiber design incorporating low wind resistance airfoils throughout its form. Its material and manufacturing process allow Kestrel to offer riders the ultimate solution in stiffness to weight ratio. IDE's unique design for the KM40 maintains a progressive, dynamic posture. This one piece frame was developed using a NURBS modeler as a 'virtual tooling pattern', which made it possible to CNC models for testing and evaluation, evolving and shortening the manufacturing process, and superseding the generation of wooden patterns Kestrel had previously used. Using the same computer aided design technology as automobile and aeronautical designers, IDE was able to shorten Kestrel's product development cycle while bringing a higher degree of precision to the design, engineering, and manufacturing processes. The KM40 was acknowledged for its exceptional design in the 2000 IDSA Industrial Design Excellence Awards. An international event, the IDEA has become the world's most prestigious recognition of excellence in product design.

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