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## **LEARNING TO RIDE A BICYCLE JUST BECAME EASY**

New Gyrobike Technology Eliminates Training Wheels and Gets Children Riding in One Afternoon

LAS VEGAS, Sept. 15 — INTERBIKE INTERNATIONAL TRADE EXPO — [Gyrobike™](#) announced today that it will unveil a patented technology, Gyrowheel, a device for children's bikes that eliminates the need for training wheels and gets children riding in one afternoon. Gyroscopic technology inside Gyrowheel adds stability to bikes moving at low speed.

"After nearly two years of intensive product development, we are thrilled to introduce consumer-ready Gyrowheels at Interbike," said Gyrobike CEO Daniella Reichstetter. "Gyrowheel is the only product of its kind. It will change how people learn to ride bikes."

Training wheels can be a thing of the past. At best, training wheels might keep a rider from falling over. At worst, they cause dangerous wipeouts and teach incorrect riding habits that must be unlearned when training wheels are removed.

Gyrowheel replaces the standard front wheel of a bicycle and is installed the same way as a standard bike wheel. When powered on, Gyrowheel's inner disk spins up. It then senses unbalanced riding and re-centers the bike underneath the rider's weight when the bike starts to wobble, whether riding straight or turning. This action not only helps to keep riders from falling over, it also fosters and reinforces correct riding technique, resulting in a natural and smooth transition to conventional two-wheeled riding.

Gyrowheel comes equipped with internal rechargeable batteries and a charger. It operates with one button and has three stability settings – high, medium and low. As a rider's skills and confidence improve, the stability setting can be adjusted. When powered off, Gyrowheel behaves like a standard bike wheel.

"We're really looking forward to both the bike industry and parents' reactions," said Gyrobike's Marketing Director Ashleigh Harris. "Our prototypes knocked the socks off of parents whose kids tested Gyrowheel, and the real thing is ten times better." The vast majority of children who tested Gyrowheel learned to ride in less than an hour. Parents of testers repeatedly said the learning process was incredibly easy with Gyrowheel. Kids rated the product "cool."

The company will release Gyrowheel in two sizes, 12" and 16" that will fit 12" and 16" bikes respectively. Each size will also come in two models, a black tire and a white tire design.

The 12" Gyrowheel model is currently scheduled to launch December 1, 2009, and will be available for purchase through Gyrobike's website, [thegyrobike.com](http://thegyrobike.com), for less than \$100.

## **About Gyrobike**

Gyrobike's patented technology adds stability to bicycles, particularly when traveling at slow speed. The company's flagship product, Gyrowheel, revolutionizes how children can learn to ride a bike and renders training wheels obsolete. Gyrowheel senses unbalanced biking and re-centers the bike underneath the rider's weight at the point when tipping starts to occur. With Gyrowheel, riders experience a faster, safer, easier and more fun way to learn to ride a bike. Gyrobike's current focus is providing children's products. The company plans to release adult models in the future as well. All Gyrobike products are designed, tested and assembled in the United States. Gyrobike was founded in 2007 and its technology was developed at Dartmouth College. The company is headquartered in San Francisco, Calif. For more information, visit [thegyrobike.com](http://thegyrobike.com).

## **FACTS**

### **Public Relations Contact**

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### **Corporate Headquarters**

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San Francisco, CA 94110

### **Established**

2007

### **Company Profile**

Gyrobike's patented technology adds stability to bikes for riders of all ages and abilities.

### **Principal**

Daniella Reichstetter, CEO

### **Employees**

2 Full-Time Employees  
6 Dedicated Product Engineers

### **Product**

Gyrowheel

- Replaces the conventional front wheel of a bike and adds stability at low speed
- Teaches correct riding technique
- Looks cool – kids love it
- No special assembly, installation or tools required
- Powered by internal rechargeable batteries and comes with a charger
- Fits most kids' bikes
- Available in two sizes, 12" and 16"
- Available in two different color schemes – black tire and white tire models
- Protected by US Patent No. 7314225 (Other US and international patents pending)
- Designed, assembled and tested in the USA of US and imported materials
- Product and packaging is fully recyclable