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PRESS RELEASE

Haibike elected E-bike of the Year

Haibike XDURO wins Interbike Award 2014 in Las Vegas, USA

Heerenveen, 15 September 2014 - Accell Group N.V. announces that the Haibike Xduro RX was elected 'E-bike of the Year' at the annual Interbike show in Las Vegas. The Haibike Xduro RX, a sporty electric mountainbike, and part of the German brand portfolio of Accell Group, was nominated with four other brands and is the proud winner of this category.

The Interbike, held from 10 to 12 September 2014 in Las Vegas, is the largest industry trade show in North America. Here exhibitors from all over the world introduce their latest products to the American market and beyond. This year, for the first time, an awards ceremony was organized, the Interbike Awards. In 36 different categories an expert jury chose the winners. In the category 'E-Bike of the Year' the Haibike Xduro RX was chosen as the winner.

René Takens, CEO of Accell Group: *"We are proud to have won a prize during this first Interbike Awards ceremony. This E-Bike of the Year award shows that in North America there is a growing interest for electric bikes, and that Haibike is acknowledged as a pioneer in the field of electric performance bikes. This award underscores the success of our German brand portfolio, which besides Haibike also includes Winora and Ghost."*

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Profile Haibike

Haibike (1995) produces sporty bikes, including a collection of e-performance models defined by ground-breaking design and innovation. The product range varies from sports bikes for beginners to top-quality professional racing bikes, together with special-purpose racing and mountain bikes for downhill, free ride and cross-country cycling.

About Accell Group

Accell Group N.V. ("Accell Group") focuses internationally on the mid-range and higher segments of the market for bicycles, bicycle parts and accessories and fitness equipment. The company has leading positions in the Netherlands, Belgium, Germany, Italy, France, Finland, Turkey, the United Kingdom and the United States. In Europe Accell Group is market leader in the bicycle market in terms of revenue. Accell Group's best known brands are Batavus (NL), Sparta (NL), Koga (NL), Loekie (NL), Ghost (Ger), Haibike (Ger), Hercules (Ger), Winora (Ger), Raleigh and Diamondback (UK, US, Canada), Lapierre (Fr), Tunturi (Fi), Atala (IT), Redline (US) and XLC (international).



Accell Group and its subsidiaries employ approximately 2,750 people worldwide in eighteen countries. The company has production facilities in the Netherlands, Germany, France, Hungary and Turkey. Products of Accell Group are sold in more than seventy countries. The headquarters of the company are located in Heerenveen (the Netherlands). The Accell Group shares are traded on the official market of NYSE Euronext in Amsterdam and included in the Amsterdam Small Cap Index (AScX). In 2012 Accell Group realized a profitable revenue of € 772.5 million.

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