



Tern is dedicated to the goal of sustainable transportation and designs and manufactures bicycles for urban transport. The company has corporate offices in Taiwan, the United States, China, Finland, and the United Kingdom. Tern donates at least 1% of net profits every year to social and environmental causes.

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## News Release

### Tern x Kitt design Introduce ‘Roji’ Bike Capsule Collection

TAIPEI, TAIWAN – March 2nd, 2016 – Urban transportation specialists Tern Bicycles announce a new collection of bikes, developed in collaboration with Kitt design of Osaka. Called “Roji” bikes (alley in Japanese), the bikes are designed specifically for the Japan market and are distinguished by 650C tires, optimized geometry in smaller frame sizes, and striking design details.



The non-folding Roji bikes open a new chapter in Tern’s commitment to sustainable transportation. The Roji bikes come in four models, the urban-styled Rip and Clutch, and the classically styled Rally and Gleam.

“Our goal as a company is to build a world where choosing sustainable transportation is not just the right choice, but the



convenient choice too,” said Joshua Hon, Founder and Team Captain of Tern. “We started with folding bikes because of their fundamental utility, but we’re passionate about any form of sustainable transportation. We love working with Kitt Design because they have an incredible eye for detail and subtlety, and a deep appreciation for classic style.”

“We chose the 650C tire size so that we could offer uncompromised geometry and aesthetically pleasing frame shapes in smaller frame sizes,” stated a spokesman from Kitt design. “You just can’t do that with a 700C wheel - you end up making a lot of compromises. Plus, smaller wheels are more nimble in crowded streets and easier to handle in space-starved apartments. Working with Tern has been a great experience because they have the engineering and manufacturing partners to help bring our ideas to life.”



The Tern Roji bikes are practical and designed for daily riding, with simple 1 x 8 gearing and braze-ons for fenders and racks. But they also include a number of design details such as beautiful lugged forks, fin-shaped tubes, Dura-Ace down-tube shifters, and

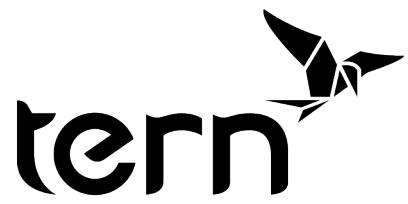


laser-cut stainless steel name plates. Frame sizes range from 42-56 cm.

While Tern's Roji bikes are currently on offer only in Japan, Hon hinted that they might see wider release in the future: "We're displaying our Roji bikes at Taipei Cycle Show to gauge interest from our other distributors. They look and ride great, so there's no telling what the future might hold."

Come see the Roji Clutch and Gleam at Taipei Cycle Show, March 2-5th 2015 (stand number M1119 in Hall 1, 4th floor).

Download high-resolution images of Tern's new Roji bikes here: <http://photos.ternbicycles.com/p884265505> or learn more about the Roji project at [ternbicycles.com/insidatern/collaborations/roji-bikes](http://ternbicycles.com/insidatern/collaborations/roji-bikes)



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