**PRESS RELEASE**

**Cannondale Launches Direct-to-Home Shipping Program Through Dealers**

*In an effort to support dealers during this unprecedented time, Cannondale will now ship right to consumers’ doors*

**Wilton, Conn.– April 24, 2020 –** Cannondale, a premium brand of Dorel Industries, Inc. (TSX: DII.B, DII.A), has launched direct-to-home shipping via its network of dealers across Europe and the United States. The new program authorizes retailers to place a bike order and have it shipped from Cannondale’s warehouses in each region direct to their customers.

As bike dealers are working with smaller staffs and on reduced hours, and consumers are shifting their purchasing behavior online through this period of social distancing, Cannondale wants to take some of the work off its retailers’ plates while giving them one more way to serve riders during this uncertain time.

The process is simple. Customers can search for their bike on [Cannondale.com](https://www.cannondale.com/en-us/home-delivery), contact their local Cannondale bike shop and place their order directly through the shop. Each bike will be delivered nearly ready to ride out of the box with final assembly instructions as well as retailer contact information.

Further details on Cannondale’s new direct-to-consumer programs can be found at Cannondale.com.

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**ABOUT CANNONDALE:**

Cannondale is a premium brand of Cycling Sports Group, a division of Dorel Industries’ (TSX: DII.B, DII.A) Dorel Sports segment. Dorel Industries Inc. has annual sales of US$2.6 billion and employs approximately 8,900 people in facilities located in twenty-five countries worldwide. With a reputation for continuous innovation and quality, Cannondale is a global industry leader with a strong heritage in design, development and manufacturing of high-performance bicycles, apparel and accessories. For more information, visit [www.cannondale.com](http://www.cannondale.com).