



**Contact:**  
Blake Matthews  
Brunner PR  
412-995-9603  
bmatthews@brunnerworks.com

**Huffy® Hi-Low Trike Makes Learning to Ride a Snap**  
***New Tricycle Line Caters to Child Confidence***

**(CENTERVILLE, Ohio) August 13, 2010** – Huffy Corporation, marketer and distributor of bicycles bearing the Huffy® brand, is taking tricycles to a whole new level. Its innovative, new Huffy Hi-Low Trike introduces a unique “3-stages-for-all-ages” modular tricycle platform which makes the product more fun for children while giving parents more value for their money.

Huffy continues its pioneering leadership with the versatile Hi-Low Trike. “The Huffy Hi-Low Trike gives parents a product their kids continue using while they grow and develop. We believe this can be a good alternative to making multiple purchases at a time when they grow so quickly,” explains Ray Thomson, vice president of marketing for Huffy Corporation.

The innovative trike can start as a Strider for kids to push as they walk. With the push of a button, it converts to a Hi-Rider trike for that special first trike riding experience. Once the child builds confidence riding in the hi-rider position, a push of the button converts the trike to the Lo-Rider position. This position gives the child the opportunity to go faster and experience a new style of riding for even more fun.

“We’re thrilled to be able to offer this product for today’s families,” says Thomson. “The ‘3-stages-for-all-ages’ concept is one more example of Huffy setting new and innovative trends for the future of the industry. Our product development team integrated other features we believe parents will appreciate. The Hi-Low Trike features Huffy Snap & Go™ assembly which is great when kids are anxious to try their brand new trike. The trike snaps together in minutes. The new Steer-Straight™ feature assists parents as they teach kids the basics of riding.”

For more information on Huffy Corporation and its new line of Hi-Low Trikes, visit <http://www.huffy.com>.

**About Huffy Corporation**

Huffy Corporation is a private company with more than a hundred years of experience in the bicycle business. Its bikes are hallmarks of innovative design, high-quality components, proven durability and time-tested performance. The company offers products for all ages from tricycles, scooters and children’s bicycles to BMX, mountain, cruiser and commuter bikes. For more information, visit: <http://www.huffy.com>.

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