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Electra Bicycle Company Expands Logistics Services to Romeoville, IL
New facility reduces transit times and cuts costs for Electra & Dealers

Vista, Calif. — [Electra Bicycle Company](http://www.electrabike.com), the leading lifestyle and leisure bicycle company, has expanded its logistics services with third-party logistics firm [LeSaint Logistics](http://www.lesaint.com) to include Romeoville, IL. The expansion to the state-of-the-art facility aims to improve Electra's infrastructure and enhance its sales service system for a large part of the US including the Midwest, South Central and New England regions.

Electra has been working with LeSaint Logistics for almost 2 years at their Fontana, CA and Duncan, SC facilities on extensive logistics improvements including warehousing, inventory management, order processing, shipping control and reporting.

"Using LeSaint's Romeoville, IL facility has allowed us to cut transit times by up to 50% and more easily reach our dealers nationwide," said Rich Wells, Electra's Director of Supply Chain Management. "In many cases, our transit times are now as little as one day, which is an extremely attractive benefit to our dealers and their customers."

LeSaint Logistics is a nationally recognized third-party logistics provider with over 26 years of experience and 14 facilities. The Romeoville, IL corporate headquarters is housed in a 244,459 sq. ft., high-tech facility with easy access to the interstates and major railroads. For more information, please visit www.lesaint.com.

For more information about Electra Bicycle Company, please visit <http://www.electrabike.com>.

About Electra

Electra Bicycle Company is the leading brand in lifestyle and leisure cycling sales in the Independent Bicycle Dealer Network, showcasing over 200 models of Ticino™, Townie®, Amsterdam®, Cruiser and children's bikes, all affordably

priced. Electra is headquartered in Vista, California, with distribution in 25 countries worldwide.

Electra was awarded US patent #7740262 for inventing a completely new type of bike that provides an improved level of comfort and control and allows riders to place their feet flat on the ground while still sitting in the saddle. The innovative forward-pedaling design, developed in 2003, was first featured in Electra Townie® and 20" Kids' bicycles and was named Flat Foot Technology®. Over the years, this industry innovation has been integrated to varying degrees into the Electra Cruiser and Amsterdam® collections.

The Electra "Way to Roll" is a movement that celebrates individuals around the globe who are taking action to make the world a better place through environmental conservation, social aid, education and artistic expression.

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