

IMPORTANT - SAFETY INSPECTION NOTICE

**Specialized (UK) Limited Announces a Safety Inspection of Front Forks on
2012-2013 Tarmac SL4, 2013 Crux and 2013 Secteur Disc Bicycles
*Asks riders to bring bicycles to their dealer for inspection; provides £100 in-store
voucher for Specialized products***

Chessington, UK – January 25 2013 - Specialized Bicycles announced a safety inspection of the front forks on all models of the 2012 Tarmac SL4, 2013 Tarmac SL4, 2013 Crux, and 2013 Secteur Disc bicycles and framesets. This was initiated by Specialized after learning of an issue with the fork's carbon fibre steerer tube on these models that, in a small number of instances, can crack or break on these models. To date there has been no reported instances in the UK.

“We are proactively recalling these bikes as a precaution and out of safety for our riders, which is our highest priority,” said Mike Sinyard, Chief Executive Officer. “We take quality very seriously and are working with our dealers to inspect these bicycles and get our riders back on their bikes quickly and safely.”

Specialized has a standard customer service process handled through its network of independent dealers. Owners need to return their bicycles to an authorized Specialized dealer. The dealer will then coordinate an inspection of the fork at Specialized in Chessington, Surrey. Once inspected and replaced, if necessary, the fork will be shipped back to the dealer and the customer can return to the store to pick up their bicycle. Each owner will receive a £100 in-store credit for Specialized products regardless of whether or not their fork requires replacement.

“We intend to make this process as easy on our customers as possible,” said Mark Haylett Customer Service Manager at Specialized. “We have fixed the problem at our manufacturing facilities, we have a systematic process in place to expedite the fork inspection and we will do our best to ensure our customers are 100% satisfied.”

For more information about this notice, contact Specialized Customer Services on:
020 8391 3502 and speak with Mark Haylett, Alex Boyle or Scott Gridley.
E-mail: customerserviceuk@specialized.com

About Specialized

Specialized was founded in 1974 by riders for riders. Based in Northern California, we focus on the rider's need for functional and technically advanced products that provide a performance benefit.

