



C O M M U N I Q U É

JUVENILE

Cosco
Safety 1st
Maxi-Cosi
Quinny
Baby Relax
Babidéal
MonBébé
Bébé Confort

HOME FURNISHINGS

Ameriwood
Ridgewood
Charleswood
Dorel Home Products
Cosco Home & Office
Dorel Asia
Carina
System Build

RECREATIONAL / LEISURE

Pacific Cycle
Schwinn
GT
Mongoose
InSTEP

EXCHANGES

CANADA

TSX:
DII.MV, DII.SV

U.S.A.

NASDAQ:
DIIB

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DOREL'S SCHWINN BRAND REVS UP WITH NEW MOTOR SCOOTER LINE

- **New Series of Sting-Rays Launched to Ride Bike's Wave of Popularity**
- **Sting-Ray Bike Voted Outdoor Toy of the Year**

Montreal, February 24, 2005 — Dorel Industries Inc. (TSX: DII.SV, DII.MV; NASDAQ: DIIB) today announced new initiatives by its Pacific Cycle division aimed at leveraging the strength of its Schwinn brand. Schwinn has launched a new category of four-stroke gas-powered motor scooters. It has also unveiled add-ons to the highly popular Sting-Ray chopper-style bike, which was voted outdoor Toy of the Year for 2004 at a New York City gala on Saturday. Schwinn is one of the best-known and most respected brands in bicycles.

The Birth of Schwinn Motor Scooters.

Schwinn introduced the first models of its new line of motor scooters at the 2005 Dealernews International Powersports Dealer Expo in Indianapolis, Indiana. Three 50cc models were showcased; the Schwinn "Campus," the Schwinn "Collegiate" and the Schwinn "Graduate." Each model is currently available in two colors and will feature the Schwinn Quality Seal. Schwinn plans to launch additional models through 2005 in the 80cc or 125cc engine category.

"Schwinn is a highly trusted name in the wheeled goods category and is one of the most recognized and respected brands in the US," said Dorel President and CEO, Martin Schwartz. "We've had great success with a variety of Schwinn-branded wheeled goods, and gas powered scooters are a natural extension of the Schwinn brand."

The motor scooter market is the fastest growing motorcycle segment. According to Powersports Business, a popular motorcycle industry trade magazine, motor scooter sales grew at a rate of 18% in 2003. 2004 total U.S. scooter sales are estimated to be well over 100,000 units.

"The motor scooter market is booming," said Pacific Cycle CEO, Chris Hornung. "This new, high quality product represents an opportunity to motorcycle dealers and bicycle shops that can accommodate gas-powered mobility products. Schwinn Motor Scooters will bring additional traffic and sales to independent bicycle dealerships."

Sting-Ray Mania Continues

Pacific has also launched three new Schwinn Sting-Ray models for 2005; the Sting-Ray Three, a three-speed version of the highly popular 20" Street Series chopper; a classic Grey Ghost Five-Speed; and a Classic purple Sting-Ray. A 26" adult model of the Sting-Ray is now available as well.

The 20" Street Series Schwinn Sting-Ray went on to become what Schwinn believes to be the fastest selling bicycle of all time, and has won the 2004 Toy of the Year award for the best outdoor toy at the fifth-annual International Toy Fair Awards, hosted this past weekend by the Toy Industry Association.

"Market research indicates that our chopper bicycle style is not simply a trend and that the Schwinn Sting-Ray has created great demand for this new category of bicycle. The research also shows that kids don't want just any brand of chopper bicycle – they're specifically looking for the Schwinn Sting-Ray name," commented Mr. Hornung.

Launched in April 2004, more than 500,000 Sting Ray units were sold up to December 31, 2004.

Dorel Industries will announce full year-end results on March 9, 2005.

Profile

Dorel is a global consumer products company which designs, manufactures or sources, markets and distributes a diverse portfolio of powerful product brands, marketed through its Juvenile, Home Furnishings, and Recreational/Leisure segments. US operations include the Dorel Juvenile Group USA, which incorporates the Cosco and Safety 1st brands; Ameriwood Industries, Cosco Home & Office; and Pacific Cycle, which includes the Schwinn, Mongoose, GT, InSTEP and Roadmaster brands. In Canada, Dorel operates Dorel Juvenile Group Canada, Ridgewood Industries and Dorel Home Products. The Dorel Juvenile Group Europe carries out activities throughout Europe, under the Maxi-Cosi, Quinny, Safety 1st, Bébé Confort, Babidéal, MonBébé and Baby Relax brands. Dorel Asia sources and imports home furnishings. Dorel employs approximately 5,000 people in fourteen countries. 2003 sales were US\$1.2 billion. 2004 sales are expected to be between US\$1.6 – US\$1.8 billion.

Forward-Looking Statements

Except for historical information provided herein, this press release may contain information and statements of a forward-looking nature concerning the future performance of the Company. These statements are based on suppositions and uncertainties as well as on management's best possible evaluation of future events. Such factors may include, without excluding other considerations, fluctuations in quarterly results, evolution in customer demand for the Company's products and services, the impact of price pressures exerted by competitors, and general market trends or economic changes. As a result, readers are advised that actual results may differ from expected results.