

DOREL



Investor Presentation







November 2009 Q3

FORWARD-LOOKING STATEMENTS

Except for historical information provided herein, this presentation may contain information and statements of a forward-looking nature concerning the future performance of Dorel Industries Inc. These statements are based on suppositions and uncertainties as well as on management's best possible evaluation of future events. The business of the Company and these forward-looking statements are subject to a number of risks and uncertainties that could cause actual results to differ from expected results. Important factors which could cause such differences may include, without excluding other considerations, increases in raw material costs, particularly for key input factors such as particle board and resins; increases in ocean freight container costs; failure of new products to meet demand expectations; changes to the Company's effective income tax rate as a result of changes in the anticipated geographic mix of revenues; the impact of price pressures exerted by competitors, and settlements for product liability cases which exceed the Company's insurance coverage limits. A description of the above mentioned items and certain additional risk factors are discussed in the Company's Annual MD&A and Annual Information Form, filed with the securities regulatory authorities. The risk factors outlined in the previously mentioned documents are specifically incorporated herein by reference. The Company's business, financial condition, or operating results could be materially adversely affected if any of these risks and uncertainties were to materialize. Given these risks and uncertainties, investors should not place undue reliance on forward-looking statements as a prediction of actual results.

Note: All figures are in US dollars.

AT A GLANCE

DIVISIONS	PRODUCT RANGE	OUR PREMIUM BRANDS
 <p>DOREL EUROPE DOREL JUVENILE GROUP USA DOREL DISTRIBUTION CANADA IGC DOREL PTY (AUSTRALIA) DOREL BRAZIL</p>	<ul style="list-style-type: none"> ◆ Children's car seats ◆ Strollers ◆ High chairs ◆ Playpens ◆ Toddler beds ◆ Early learning/infant health/safety aids ◆ Cribs, dressers 	
 <p>CYCLING SPORTS GROUP PACIFIC CYCLE SUGOI</p>	<ul style="list-style-type: none"> ◆ Bicycles ◆ Fitness apparel ◆ Jogging strollers ◆ Swing sets ◆ Ride-on toys ◆ Others recreational products 	
 <p>AMERIWOOD COSCO HOME & OFFICE DOREL ASIA DOREL HOME PRODUCTS ALTRA FURNITURE</p>	<ul style="list-style-type: none"> ◆ Ready-to-assemble furniture ◆ Metal folding furniture ◆ Step stools ◆ Ladders ◆ Futons ◆ Bunk beds ◆ Upholstery 	



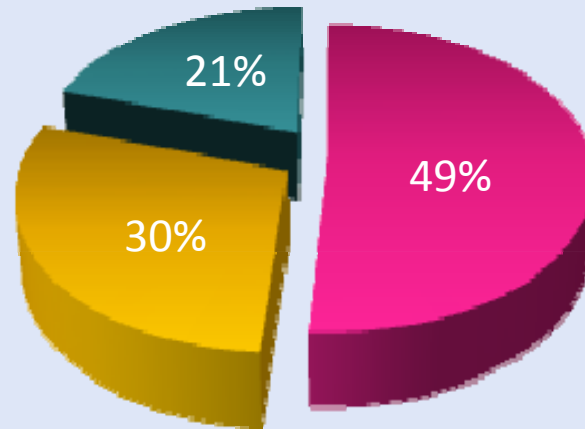
RECENT ACQUISITIONS

2003	Ampa France (Dorel Europe)
2004	Pacific Cycle
2007	IGC Australia (55% interest)
2008	Cannondale/SUGOI
2008	PTI Sports (assets)
2009	Baby Art (Hoppop Brand)
2009	Dorel Brazil
2009	Iron Horse Bicycles (assets)
2009	Gemini Bicycles (assets)
2009	Hot Wheels, Circle Bikes (assets)

REVENUE BY SEGMENT

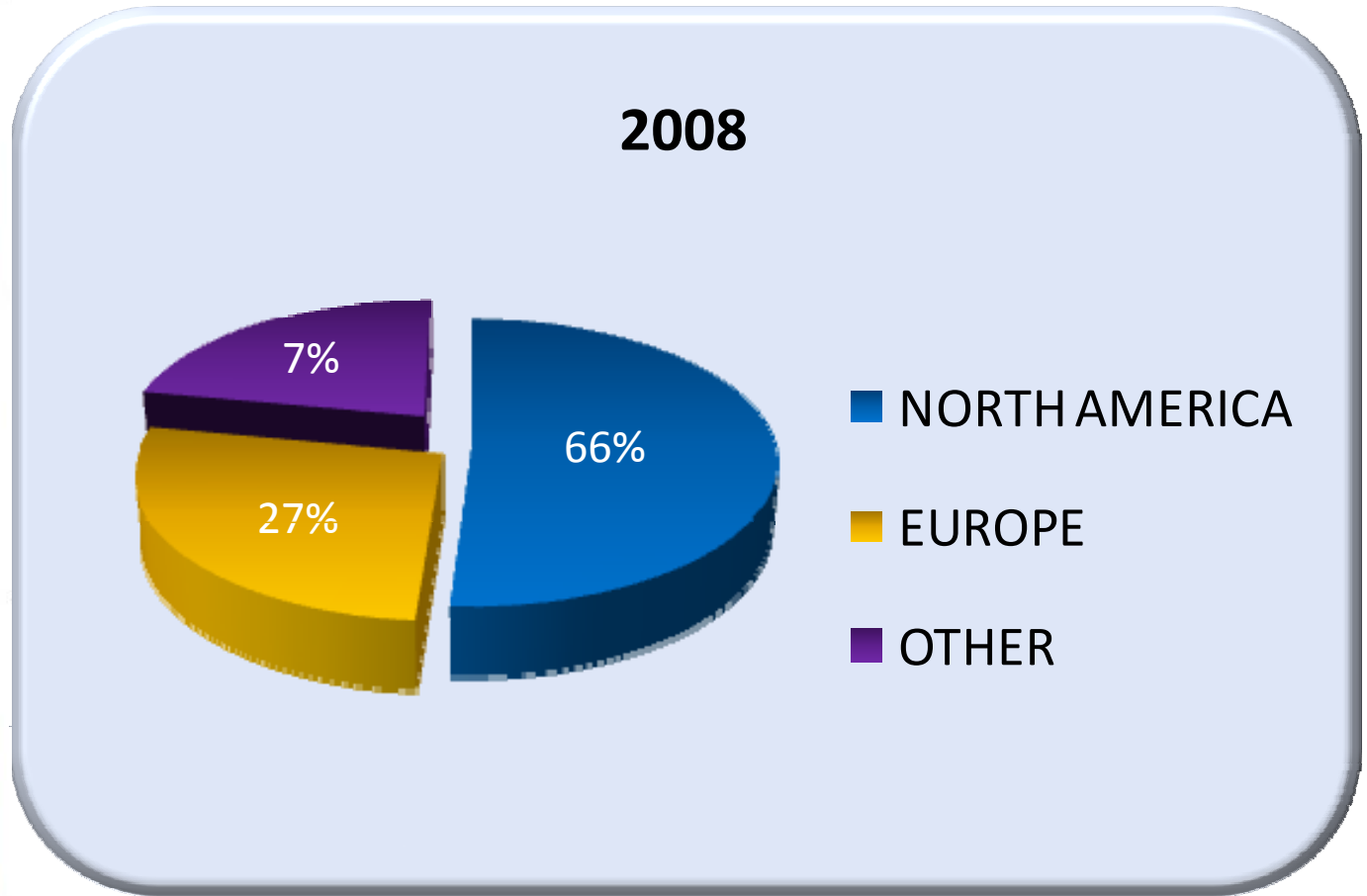


2008



- JUVENILE
- RECREATIONAL/LEISURE
- HOME FURNISHINGS

GEOGRAPHIC DISTRIBUTION OF SALES



- NORTH AMERICA
- EUROPE
- OTHER

MANAGING THE ECONOMIC DOWNTURN

Q3 2009

- EPS of US\$0.91 – highest 3rd quarter ever
- Investing in strategic tuck-in acquisitions and product development
- Overall, businesses performing well; high-end bike sales down
- Exciting new product introductions

JUVENILE SEGMENT

Nine Months Ended September 30

	2009	2008
Revenues	\$ 746,493	\$ 854,042
Gross Profit	204,637	249,852
Earnings from operations*	71,571	101,014
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*MTM losses/gains	\$ (15,900)	\$ 3,600
Excluding MTM effect	87,471	97,414

A WORLD LEADER IN JUVENILE

World's largest Juvenile Products Company in our categories.

Consistent growth:

- 9% average annual growth
- 13% earnings from operations CAGR
- 2008 – most successful year
 - revenues – US\$1.1 billion
 - earnings from operations – US\$126.8 million

A WORLD LEADER IN JUVENILE

DOREL NORTH AMERICA in the Market

	Booster Car Seats	Convertible Car Seats	Infant Car Seats	Strollers	Walkers	High Chairs
N° 1	DOREL	DOREL	Graco	DOREL	DOREL	Graco
N° 2	Graco	Evenflo	Evenflo	Graco	Evenflo	DOREL
N° 3	Evenflo	Britax	Baby Trend	McLaren/Kolcraft	Fisher Price	Fisher Price

	Playards	Travel Systems	Bassinets	Swings	Bath Seats	Bath Tubs
N° 1	Graco	Graco	Graco	Fisher Price	DOREL	Fisher Price
N° 2	DOREL	DOREL	Kolcraft	Graco		DOREL
N° 3	Evenflo	Evenflo	Delta	Kids II		RC2

	Bath Accessories	Bedrails	Feeding Booster Seat	Potties	Bouncers	Diaper Pails
N° 1	Munchkins	Summer	DOREL	DOREL	Kids II	Playtex
N° 2	Sassy	RC2	Fisher Price	Fisher Price	Fisher Price	Baby Trend
N° 3	Kids II	DOREL	Summer	RC2	Summer	DOREL

	Gates	Homesafety	Travel Safety	Infant Health	Monitors	Feeding
N° 1	Evenflo	DOREL	Fisher Price	DOREL	DOREL	Playtex
N° 2	RC2	Kidco	Munchkin	RC2	Summer	Evenflo
N° 3	Northstates	Private Label	DOREL	Summer	Fisher Price	Avent

	Infant Carriers					
N° 1	Evenflo					
N° 2	Infantino					
N° 3	Baby Bjorn					

Company estimates

INNOVATION – NORTH AMERICA

Air Protect™ - developed by DJG and Kettering University

- Revolutionary, ground-breaking safety feature designed to protect children in side impact collisions
- Initial exclusive BRU launch in July enhanced DJG results
- Additional retailers commencing January 2010
- Air Protect™ platform evolving with new models to be introduced



A WORLD LEADER IN JUVENILE

Dorel Europe

- A major player – close to US\$500 million in sales
- Strong brands
- Majority of sales to Juvenile product chains, boutiques, independents
- Building mass merchant relationships
- General softness; no loss of market share
- Strong new product introductions
- Excellent Cologne show

A WORLD LEADER IN JUVENILE

DOREL EUROPE in the Market

		France	Spain	Italy	Belgium	Portugal	Switzerland	Netherlands	Germany	UK
Strollers	N° 1	DOREL	PLAY/JANE	CHICCO	DOREL	CHICCO	CHICCO	DOREL	HAUCK	GRACO
	N° 2	CHICCO	DOREL	PEG	PERICLES	DOREL	DOREL	BUGABOO	HARTAN	M&P
	N° 3	PEG	CHICCO	CAM	BUGABOO	BEBECAR	BUGABOO	MUTSY	DOREL	MACLAREN
Carseats	N° 1	DOREL	PLAY/JANE	CHICCO	DOREL	CHICCO	DOREL	DOREL	RÖMER	BRITAX
	N° 2	TEAM-TEX	DOREL	DOREL	RÖMER	DOREL	RÖMER	RÖMER	DOREL	DOREL
	N° 3	RÖMER	CHICCO	CAM	CHICCO	BEBECAR	RECARO	TEAM-TEX	RECARO	GRACO
Furniture	N° 1	CHICCO	JANE	CHICCO	CHICCO	CHICCO	CHICCO	CHICCO	HAUCK	M&P
	N° 2	DOREL	CHICCO	CAM	DOREL	DOREL	STOKKE	TOPMARK	GRACO	CHICCO
Small Nursery Product	N° 1	TIGEX/NUK	CHICCO	CHICCO	AVENT	CHICO	AVENT	AVENT	NUK	AVENT
	N° 2	DOREL	JANE	AVENT	CHICCO	AVENT	BIBI	DIFRAX	AVENT	JACKEL

Company estimates

INNOVATION – EUROPE

Quinny Senzz – designed by Dorel Europe

- Lightweight, compact, easy to maneuver
- Features a one-hand, flat one-piece fold. Like a full-feature stroller
- Naturally shaped seat reclines for the child's seating comfort



INNOVATION – EUROPE

Maxi-Cosi FamilyFix

Revolutionary in car seat safety & convenience

- Uses IsoFix attachment for top-rate safety
- Only one base required for two consecutive age car seats (up to 3.5 years old)
- Light/sound confirmation of correct installation

Maxi-Cosi Pebble
Group 0+ (0-13 kg)

Maxi-Cosi Pearl
Group 1 (9-18 kg)



Maxi-Cosi FamilyFix
Groups 0+ and 1
(0-18 kg)



RECREATIONAL/LEISURE SEGMENT

Nine Months Ended September 30

	2009	2008
Revenues	\$ 505,696	\$ 498,719
Gross Profit	115,051	117,113
Earnings from operations	30,848	38,702

RECREATIONAL/LEISURE

Two distinct operating divisions

Cycling Sports Group (CSG)

- IBD Division
- Premium Brands
- Growing European distribution
- Focusing on breakthrough technology
- Build Dorel's bike business to # 1 position



RECREATIONAL/LEISURE

Worldwide Centers of Excellence Strategy

- Evolve as global innovation leader in R/L markets
- 5 Centers of Excellence around the world
- Expansion of Bethel, CT into world-class Innovation Center for all R/L brands
- Bedford, PA to test and assemble
- Manufacturing of frames at new Taichung, Taiwan Center of Excellence



cannondale

SUGOI.

IRONHORSE
GT
BICYCLES

InSTEP.

SCHWINN.

mongoose.

DOREL

RECREATIONAL/LEISURE

Pacific Cycle

- Mass merchants/sporting goods chains
- Bicycle parts/accessories (PTI)
- Provides one-stop shop for buyers
- Non-bike platform of products



RECREATIONAL/LEISURE

Latest Acquisitions

- Assets of Iron Horse Bicycles
- Best known for downhill/extreme trail bikes
- Adds highly recognized brand to R/L portfolio
- Targeting Sporting Goods channel
- Assets of Australia's Gemini Bicycles
- New division: Cycling Sports Group, Australia
- Assets of Hot Wheels and Circle Bikes
- New division: Cycling Sports Group, UK



RECREATIONAL/LEISURE

Growing Performance Apparel Division

- Apparel Footwear Group (AFG) to incorporate SUGOI, Cannondale, GT, Schwinn, Iron Horse and Mongoose lines
- New 70,000 sq. ft. Vancouver facility
- New high speed equipment
- New apparel industry veteran as President
- Focus – custom apparel
- Objective – triple business in 5 years

HOME FURNISHINGS SEGMENT

Nine Months Ended September 30

	2009	2008
Revenues	\$ 342,622	\$ 349,239
Gross Profit	53,377	39,393
Earnings from operations	24,606	6,425

GROWING HOME FURNISHINGS – MUCH IMPROVED

- Ameriwood – solidly profitable
- Increased RTA capacity
- Futons performing well
- Improvement at Cosco Home & Office
- Home Furnishings segment will grow further



REINFORCED MANAGEMENT

- New Senior Management Structure as of Q3 2008
- Added 3 new posts of Segment President
- Dedicated to maximizing opportunities in their businesses
- Results clearly evident

PROVEN CORPORATE STRATEGY

- Recession resistant products
- Right products, right price points, right time
- North American consumers are shopping more at mass merchants
- Ensuring market flexibility in Europe, building relationships with mass merchants
- Investing heavily in product innovation

SUSTAINABILITY PHILOSOPHY

- Active in sustainability on several fronts throughout all three segments
- By nature of large volume of units sold, Dorel's eco-conscious programs make an important contribution by reducing their environmental impact
- Despite goal of keeping prices to consumers low, Dorel intends to remain proactive in its sustainability initiatives
- Strict policy in place to ensure sustainable business practices of suppliers

SUSTAINABILITY INITIATIVES

- DHP: the first company supplying the mass market retail segment with a futon made from 100% FSC certified wood
- Altra Furniture: uses Bamboo in some furniture;
Smart Program - 100% non-virgin wood
- Ameriwood:
 1. All saw dust, scrap, wood chips are recycled and returned to suppliers' manufacturing processes
 2. Over 500 tons of scrap metal is recycled annually
- LEED Gold Certified distribution facility reduces carbon foot-print with two coast distribution system
- Safety 1st Nature Next Collection features products made from eco-conscious materials
- Car seats in bags have saved countless tons of corrugated, transportation/storage costs
- Warehouses are equipped with light sensors to eliminate entire areas being lit needlessly

FULL YEAR – 2008

(in millions of US\$, other than EPS)

	2008	2007
Revenue	\$ 2,181.9	\$ 1,813.7
Net income	112.9	87.5
EPS (diluted)	3.38	2.63
Pre-tax income	132.0	106.6

NINE MONTHS – 2009

3 months

(in millions of US\$, other than EPS)

	2009	2008
Revenue	\$ 518.5	\$ 552.2
Net income	30.2 (1)	27.2 (2)
EPS (diluted)	0.91	0.82

9 months

(in millions of US\$, other than EPS)

	2009	2008
Revenue	\$ 1,594.8	\$ 1,702.0
Net income	83.0	93.7
EPS (diluted)	2.49 (3)	2.81 (4)

- 1) Includes after-tax MTM loss impact of \$0.06 / diluted share
- 2) Includes after-tax MTM gain impact of \$0.07 / diluted share
- 3) Includes after-tax MTM loss impact of \$0.32 / diluted share
- 4) Includes after- tax MTM gain impact of \$0.07 / diluted share

OUTLOOK

- Well positioned for Q4
- Continued growth at DJG through innovative product introductions
- Increased IBD bike sales (2010)
- Europe to remain soft, but focused on new products
- Cash flow of at least US\$150 million
- Encouraging 2010

WHY INVEST IN DOREL?

- A consistent record of successful acquisitions
- A focus on Juvenile and Bikes where Dorel is a key player
- A strong performance in Home Furnishings
- A portfolio of known, premium brands
- Product development capabilities that drive growth
- A strategy of the right products and varied price points
- Dedicated quality control/customer service by solid Asian presence
- Established customer relationships
- Strong cash flow
- Payment of a quarterly dividend

QUESTION & ANSWER PERIOD



DOREL.