DAHON®
freedom unfolds

TURN a NEW LEAF




TAKE A
PLEDGE
DAHON
VYBE

Turn a New Leaf! Make a Difference. Be a Part.

Me and My Community

Turn a New Leaf is more than just a snappy slogan. It's DAHON's promise to our environment to reduce carbon emissions worldwide and fight increasing global warming. It only takes a minute for YOU to make a BIG difference, too.

Become a part! Simply log onto dahon.com and take the pledge to change your mobility habits for the better. Then show your COLORS: pick up your personal **Turn a New Leaf** arm-band waiting for you at your nearby DAHON partner. Wear it proudly – and show the world your personal commitment to green mobility!

Your pledge makes a difference!
For every pledge, DAHON is registering a Green Pledge Point for your community. With enough Green Pledge Points, DAHON will help fund a proactive environmental project in your area!

GREEN award

Turn a New Leaf!
Be a part! DAHON pledges to award 10.000 € to the individual, group, company or even city performing the most exemplary service in reducing the world's carbon footprint.

10.000€

Learn more by visiting
www.dahon.com


Turning a new leaf in all our processes
has steadily reduced our carbon footprint.
TURN A
NEW LEAF
DAHON

Going Green. Changing the Way DAHON Makes Bikes

Our Pledge to **Turn a New Leaf**

Painting Methods



By adopting more efficient painting methods and alternatives to materials like Toluene, a liquid commonly used as a paint solvent, our contribution to pollution has been lowered by 80%.

Digital Printing



In 2012, we began paperless production of our product handbooks and instruction manuals – this alone saved approximately 25,000,000 sheets of paper and toxic inks!

ISO 26000



DAHON proudly supports ISO 26000, a voluntary international norm, as a part of our own corporate standards. We actively integrate its guidelines for social responsibility into all of our company practices and policies.

Waste Disposal and Recycling



DAHON aims to reduce waste by improving production processes and expanding recycling efforts. This ranges from proper disposal of wastes to making large-scale investments for more efficient equipment and manufacturing processes.

We believe that a truly green product is made to last and not be thrown away. We are committed to excellent design and manufacturing to assure years of enjoyment on every DAHON bike. With this in mind, we at DAHON take our responsibility for our actions seriously and do everything in our power to produce our bicycles to enhance and sustain a green environment.



Of all the pollution in the air, motor vehicles are responsible for:
70% of all carbon monoxide (CO_2),
40% of nitrogen oxides (NO) and
30% of volatile organic compounds (VOC).

The High Cost of a Big Carbon Footprint

An Exploding Expense for Humanity

Carbon dioxide makes up 57% of all global greenhouse gas emissions, and nearly a quarter of these – 13% – result directly from transportation sources. This is so threatening to our atmosphere that the European Commission is now taking steps to ban internal combustion vehicles within major cities completely by the year 2050. The alternatives? Improving public transportation infrastructures and turning to alternative modes of environmentally-friendly transport.



Congestion in the EU is often located in and around urban areas and costs nearly 100 billion Euros annually.



The average car produces about five tons of carbon dioxide per year.



Exposure to CO_2 can adverse health effects such as headaches, dizziness, convulsions and coma.



40% of all CO_2 emissions from road transport originates in urban cities.



In the USA, 75% of all car trips are less than one mile (1.5 km). In Europe, about half of all car journeys are less than 5 km – all easy cycling distances!

DAHON's Mission for a Greener World

Make Your DAHON a Daily Part of Your Life

Choosing to use public transportation or cycling to get to your destination has a significantly positive impact on the environment. A DAHON folding bike makes it even easier to incorporate cycling into your modern lifestyle. With state-of-the-art aerodynamics and speed technology, combined with go-anywhere foldability, a DAHON folding bike is one of the greenest forms of urban transportation to date. Our engineers have created models for every purpose and riding style – from high-speed road bikes to reliable urban commuters and convenient low-step tourers, with wheel sizes from 16" to 26".



A DAHON folding bike is convenient, compact and reliable for daily commutes



Folds small or completely flat when needed to fit in even the tiniest of spaces



A combination of exceptional portability and superior functionality - freedom in its finest form!



Comfortable, versatile and perfect for an afternoon outing or a weekend getaway

It folds up small and light so I can carry it up the stairs and stow it, neatly under my desk."



"Many public transport systems commonly restrict full-sized bikes, but allow folding bikes all or most of the time."



"The best part is that I can take the train to work and pop out for a quick ride downtown for some shopping!"



"It's so easy to fold up and put into the back of a car. I don't have to worry about leaving it in the city or getting stolen."



"The more I use my DAHON the more I love it. It's just so simple and convenient - plus I get my daily workout!"

An Urban Snapshot

A Day in the Life of a Modern Cosmopolitan

Combined with the new city chic and independence a folding bike brings, Turning a New Leaf also becomes a trendy fashion statement. For today's cosmopolitans a wieldy folding bike that packs neatly away into negligible car space – and then unfolds in seconds to make a sprint from the car to the city center – has a special function and attraction.

GOING GREEN

"My DAHON can go everywhere I go. I use it during my morning commutes and then often fold it up to carpool with some friends for a girls' night out. After the night is over, I know I can take it on the train with me on my way home. I wouldn't trade it for the world!"

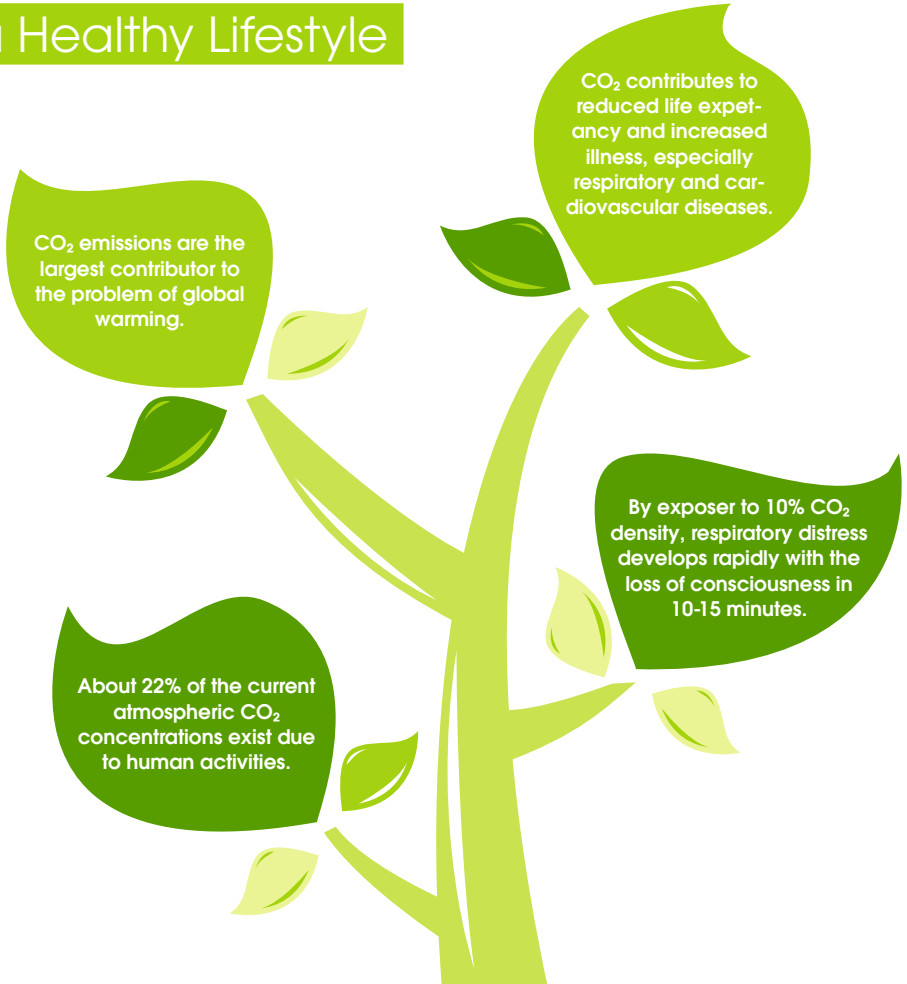



HEALTHY
LIFESTYLE

Turn a New Leaf for a Healthy Lifestyle

Riding a bike leaves virtually no carbon footprint and is one of the best ways to improve physical fitness. It is also one of the best cardio-aerobic exercises and will even improve your cardiovascular health. By leaving your car at home just two days a week, you can reduce CO_2 emissions on an average of two tons per year while also improving your physical well-being.

Not only can switching to alternative modes of transport reduce carbon emissions, it can decrease your own exposure to them. Studies show that passengers in buses, taxis and cars inhale substantially more pollution than cyclists and pedestrians.




Visit www.dahon.com and become
a part of the **Turn a New Leaf** movement.
Take the pledge today!

Turn a New Leaf for Green Mobility

Make a Pledge. Make a Difference.

By simply taking and keeping this pledge to change your mobility habits, you can make a huge difference in the environment. The more pledges, the greater the impact. **DAHON's own pledge**: we are donating a portion of our annual proceeds to support regional projects and/or organizations in areas receiving the most **Turn a New Leaf** pledges. **Do your part:** take your pledge and encourage others to do the same – help your community receive DAHON funding for a Green Mobility Program in your area!



Underscoring DAHON's commitment to a greener world, we are awarding 10.000 € to the individual, group, company or even city that has performed the most exemplary service in promoting local green mobility. Nominate your favorite! Suggestions are being accepted from now through the summer of 2014 and will be judged by a panel of civic and environmental experts. The winning concept will be announced in July 2014 and presented at EUROBIKE 2014, the world's largest cycling industry trade fair, in Friedrichshafen, Germany.

Visit www.dahon.com for details.

My Pledge

I pledge to actively change my mobility habits as part of a global effort to make the world a greener and healthier place to live. By taking this pledge, I am doing my part to reduce the world's carbon footprint and support the battle against rising global warming.

Turn a New Leaf



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DAHON

DAHON North America, Inc.
833 Meridian Street
Duarte, California, U.S. 91010
Tel : +1 626 305 5264
Fax: +1 626 305 9153



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