

## **Frequently asked questions for Frame recall**

**April 29,2009**

### **Consumer**

- 1) What Frames are affected?
  - a. 2007 Team DH, 2008 Team DH, Aline Park, ALine, Atomik, Shore 1,2,3, 2009 Atomik ( without gussets)
  - b. The second production 2009 Atomiks with side and under down tube gussets are not included in this campaign.
- 2) Can you explain why Norco is doing this warning campaign and recall?
  - a. The frames in question are not defective. This is part of Norco's overall efforts to enhance as much as possible the safety of its riders.
  - b. The frames in question if misused, abused or ridden beyond the original engineering expectations of the design have the potential to crack and subsequently fail.
  - c. We would define abuse as any landing in which the wheels of the bike do not simultaneously and smoothly make contact with a transition or down ramp upon landing. This transition or down ramp must be properly designed, in height and length, to absorb the landing from the jump.
  - d. Some examples of abuse are as follows:
    - i. Jumping and coming up short on the transition.
    - ii. Jumping and overshooting the transition.
    - iii. Jumping and landing front wheel first putting excessive load on the front of the bike.
    - iv. Jumping, landing on the rear wheel, and then slapping the front wheel onto the ground, which puts excessive load on the front of the bike.
    - v. Hitting objects at high speed.
    - vi. High speed or high impact crashes.
    - vii. Jumping and landing flat with no transition.
  - e. It is Norco's goal that every consumer has a positive experience with our products. In the interest of rider safety and satisfaction, and in cooperation with the United States Consumer Product Safety Commission as well as Health Canada, we have elected to voluntarily replace the product in question.
- 3) What should I look for?
  - a. Please check the serial number to determine if your frame is involved in this recall. A list is provided below
  - b. If the serial number of your frame falls in the range of serial numbers listed below, you should refer to the photos on the warning poster that instructs you of the areas to inspect for cracks. Go to [www.norco.com](http://www.norco.com) and go to paragraph 14.
  - c. You should refer to Photo #1 on the warning poster. If you see any evidence of a crack, no matter how slight, you should stop riding your bicycle. You should bring your bicycle to a Norco dealer to make arrangements for continued riding.

- 4) Where can I find the serial number?
  - a. The Serial number is on the underside of the bottom bracket shell. It may be necessary to remove the M5 bolt holding the cable guide, and temporarily slide the guide out of the way, to read the serial number.
- 5) Can I keep riding my bike if I do not see any evidence of cracking?
  - a. Yes but **ONLY** if the frame shows no signs of cracking. However, you may not perform any jumps or drops greater than 5 feet (1.75 meters) in height. If you perform jumps or drops, you **must** use proper riding form, and both wheels **must** land simultaneously on a transition or down ramp.
  - b. You must continue to inspect your frame before every ride to make sure that there is no evidence whatsoever of any crack.
  - c. You should immediately contact your local Norco dealer to schedule a free front triangle replacement upgrade whether or not your frame shows any evidence of a crack.
- 6) What could happen if I keep riding a frame that is cracked?
  - a. If you continue riding a cracked frame, the cracks could cause the head tube to separate from the remainder of the frame, resulting in a fall from the bicycle, and accident and personal injury.
- 7) Are all Front Triangles going to be replaced even if they are not cracked?
  - a. Yes.
- 8) How can I tell if my frame is affected?

Serial numbers are provided below.

### **2007 TEAM DH**

SERIAL#
Serial#: A60600011 ~ A60600210
Serial#: A60700175 ~ A60700194
Serial#: A60700213 ~ A60700242

### **2008 TEAM DH /ALINE/ALINE PE/ATOMIK**

SERIAL#
Serial#: A70300042 ~ A70300306
Serial#: A71001223 ~ A71001507
Serial#: A71003347 ~ A71003356
Serial#: A71002746 ~ A71002788
Serial#: A71002252 ~ A71002517
Serial#: A70706842 ~ A70707276
Serial#: A80201805 ~ A80201904
Serial#: A80202243 ~ A80202317
Serial#: A80202413 ~ A80202452

## 2008 SHORE

SERIAL#
Serial#: A70700101 ~ A70700150
Serial#: A70900001 ~ A70900220
Serial#: A71001508 ~ A71001607
Serial#: A71003357 ~ A71003366
Serial#: A70803780 ~ A70803939
Serial#: A71002518 ~ A71002734
Serial#: A71002828 ~ A71002865
Serial#: A80201905 ~ A80202042
Serial#: A80202318 ~ A80202378

## 2009 ATOMIK

SERIAL#
Serial#: A80600371 ~ A80600401
Serial#: A80600403 ~ A80600420
Serial#: A80602453 ~ A80602595
Serial#: A80602597 ~ A80602747
Serial#: A80901137 ~ A80901145
Serial#: A80901147 ~ A80901150
Serial#: A80901153 ~ A80901165
Serial#: A80901167 ~ A80901177
Serial#: A80901179 ~ A80901220
Serial#: A80901222 ~ A80901236
Serial#: A81200949 ~ A81201038

If you have a redesigned frame and there is a "o" stamped after the serial number the frame is not involved in this recall.

- 9) What is Norco going to use for a replacement Front Triangle?
  - a. Although the frames in question exceeded the requirements of the world's most stringent testing standards Norco, out of an abundance of caution, will replace all affected frames.
- 10) When can I expect my replacement Front Triangle?
  - a. The first replacements will be available in the spring of 2009, between the end of April and middle of May. Schedule updates will be provided by model to customer service as we get updated from the frame maker.
- 11) What will it cost?
  - a. The front triangles will be supplied at no cost to you.
- 12) How does the replacement front triangle compare to the original?

- a. See answer to question 9.
- 13) The 2009 product looks very similar to the frames being recalled. Are they different, and are they safe?
- a. The 2009 frames can be distinguished from the frames in question by the addition of side gussets and in some cases an under down tube gusset in the head tube area.
  - b. Test results for these frame designs exceed the world's most demanding standards and are safe.
- 14) Where can I get more information?
- a. The customer can call or e mail
  - b. Eastern Canada and USA 1800 263 2344
  - c. Western Canada and USA 1800 663 8916
  - d. Outside North America 1 604 552 2940
  - e. Email: [recall@norco.com](mailto:recall@norco.com)
  - f. Web. [www.norco.com](http://www.norco.com)
- 15) Can I do the front triangle replacement myself?
- a. Absolutely not. The change over should be done by a qualified mechanic and needs to be properly documented through Norco customer service.
- 16) Will all the replacement front triangles be compatible with the original frames?
- a. Yes. The replacement front triangles will match the design of the original with a re-design of the head tube area.
  - b. The bike will have the same geometry and ride characteristics that you are used to.
- 17) Is there warranty on the replacement frame?
- a. Yes, the front triangle replacements will have a 5 year limited warranty. Warranty details can be found at [www.norco.com](http://www.norco.com).
- 18) Will replacement front triangles be available in each country?
- a. Yes. International sales will take care of ensuring that an allotment of each front triangle production will be sent to each distributor in our international markets.