Investor Fact Sheet

THIRD QUARTER, SEPTEMBER 30, 2009

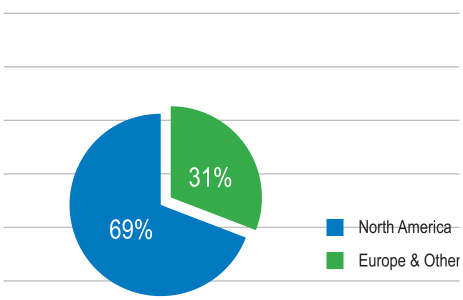
(TSX: DII.B, DII.A)

DOREL

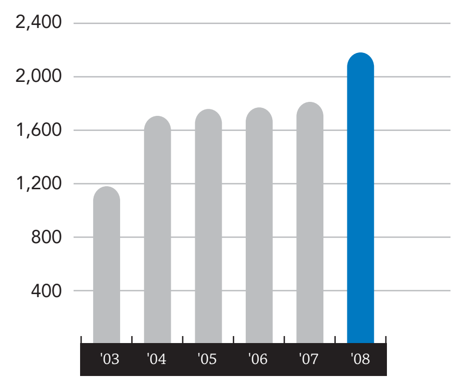
A Word from the President

The fact that we have exceeded last year's earnings for the quarter despite a difficult economic period is a tribute to the quality and value of our products and our focus on maximizing margins through cost containment, a more stable cost environment and our disciplined minimum margin requirement program. Dorel's multi-national operations, diverse operating segments and broad product lines have traditionally compensated for earnings variations within the Company's various operating divisions. This is the case in 2009 as strong results within North America in the Juvenile and Home Furnishing segments are offsetting less profitable results at other divisions elsewhere within the Company.

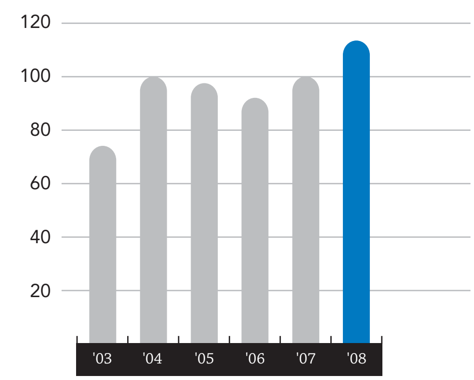
Martin Schwartz,
President & CEO,November 5, 2009



Geographic Sales Breakdown
YTD 2009



Revenue – 5 year CAGR: 13.1%
(in US$ millions)



Adj. Net Income – 5 year CAGR: 8.9%
(in US$ millions)

Company Overview

Dorel Industries Inc. (TSX: DII.B, DII.A) is a world class juvenile products and bicycle company. Established in 1962, Dorel creates style and excitement in equal measure to safety, quality and value. The Company's lifestyle leadership position is pronounced in both its Juvenile and Bicycle categories with an array of trend-setting products. Dorel's powerfully branded products include Safety 1st, Quinny, Cosco, Maxi-Cosi and Bébé Confort in Juvenile, as well as Cannondale, Schwinn, GT, Mongoose and SUGOI in Recreational / Leisure. Dorel's Home Furnishings segment markets a wide assortment of furniture products, both domestically produced and imported. Dorel is a US$2.2 billion company with 4700 employees, facilities in eighteen countries, and sales worldwide.

Outlook

Expectations for strong free cash flow in 2009 have also been realized. Going forward, recent trends in the value of the U.S. dollar against other currencies mean that earnings will be dampened within Home Furnishings as the Canadian dollar has strengthened. Home Furnishings has two large manufacturing facilities in Canada and their products are sold primarily within the US. Conversely, the rise in value of the Canadian dollar, as well as the Euro and several other currencies against the U.S. dollar will help earnings within the Juvenile segment.

We believe we are well-positioned as we head into the fourth quarter and look forward to an encouraging 2010. Recreational/Leisure segment we have received favourable reaction to our 2010 model line-up and order levels have increased. The Juvenile segment will benefit from Air Protect™ in North America and from Maxi-Cosi's new FamilyFix in Europe which was first shown at the September Cologne, Germany juvenile trade fair and was well received by customers. The turnaround in Home Furnishings has materialized as we expected, and while currency rates do pose a challenge, our belief in that segment has been validated by its greatly improved performance.

Juvenile	Recreational / Leisure	Home Furnishings
Safety 1st, bébéconfort, MAXI-COSI, Quinny, COSCO solid value | smart design, hoppop®	cannondale, SUGOi, SCHWINN, GT BICYCLES, InSTEP, mongoose	ALTRA FURNITURE, A Dorel Company AMERIWOOD INDUSTRIES, dhp, DOREL ASIA, COSCO Home & Office Products

Q3 Highlights

- Net income for the quarter was US$30.2 million or US$0.91 per diluted share compared to US$27.2 million or US$0.82 per diluted share a year ago. In terms of profitability, the third quarter of 2009 is the best ever recorded by Dorel. Revenue was US$518.5, down 6.1% from US$552.2 million a year ago.
- Juvenile revenue was US$247.9 million, down 5.8% from last year's US$263.2 million. The decline was most pronounced in Europe due to existing market conditions and the value of the US dollar versus prior year. Excluding these factors, organic revenue decline in Europe was approximately 5% and approximately 3% for the segment as a whole. Earnings from operations were US$26.1 million, compared to US$34.7 million, a decrease of 24.7%, which includes US$2.5 million in market-to-market losses.
- Recreational/Leisure revenue decreased 11% to US$145.2 million from US$163.2 million, due primarily to a reduction in sales to mass merchants. Excluding the impact of new business acquisitions and foreign exchange variations on the segment's non-US based businesses, Recreational/Leisure's organic revenue decline was approximately 10% for the quarter and 6% year-to-date. Earnings from operations were US$4.9 million, a 26.8% decrease from last year's US$6.6 million. Sales at Cycling Sports Group (CSG) to Independent Bike Dealers (IBD) and specialty sporting goods customers increased over last year's third quarter. However, consumers are purchasing less of CSG's higher-end products and are trading down to lower priced items, which carry lower margins.
- Home Furnishings revenue was basically flat at US$125.4 million, however earnings from operations rose 550% to US$12.5 million from US$1.9 million a year ago. The improvement was led by domestically produced furniture and futons. Lower material costs, a favourable currency environment, as well as increased operational efficiencies improved gross margin by 730 basis points to 18.0% for the segment. Reduced overheads and selling and administration expenses helped to narrow the losses at Cosco Home & Office and the recovery plan for this division remains on track. The import furniture businesses also improved earnings over the prior year and continue to perform to expectation.

Financial Highlights (in thousands of US$, except per share amounts)

Periods Ended September 30	**Q3'09**	Q3'08	% Chg	**9M'09**	9M'08	% Chg
Revenue	**518,458**	552,242	(6.1)	**1,594,811**	1,702,000	(6.3)
Gross Profit	**128,740**	131,860	(2.4)	**373,065**	406,358	(8.2)
Net Income	**30,230**	27,208	11.1	**83,023**	93,688	(11.4)
Earnings per share						
Basic	**0.91**	0.82	11.0	**2.49**	2.81	(11.4)
Diluted	**0.91**	0.82	11.0	**2.49**	2.81	(11.4)
Capital Expenditures	**(11,329)**	(9,904)	14.4	**(28,568)**	(32,105)	(11.0)
Cash flow from operations	**73,189**	8,530	758.0	**148,170**	72,402	104.6
Weighted avg. # of diluted shares outstanding	**33,338,597**	33,399,355	–	**33,389,225**	33,399,003	–
Total Assets				**2,022,610**	2,011,077	0.6
Total Debt *				**413,669**	459,698	(10.0)
Shareholders' Equity				**1,101,118**	1,009,385	9.1

* Total Debt = Bank Indebtedness + Current portion of long-term debt + long-term debt

Reclassifications of 2008 Figures

Pursuant to the presentation requirements under Canadian Institute of Chartered Accountants (CICA) Handbook Section 3031, *Inventories*, which has been adopted effective the first quarter of 2009, depreciation expense related to manufacturing activities is included in Cost of sales. To allow for better year-over-year comparability, prior year comparatives have been reclassified as follow:

	Q-1	Q-2	Q-3	Q-4	Total for 2008
Gross Margin originally reported	142,121	142,874	137,012	108,736	530,743
Less: reclassification with respect to depreciation related to manufacturing activities	(5,068)	(5,429)	(5,152)	(3,695)	(19,344)
Gross Margin after reclassification	137,053	137,445	131,860	105,041	511,399

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STOCK DATA as of November 5, 2009

(TSX: DII.B)

Market capitalization (CAD$M):	$1,084.2
P/E ratio (LTM):	9.10
Stock price (CAD$):	$32.80
52-wk high (CAD$):	$32.85
52-wk low (CAD$):	$15.00