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FOR IMMEDIATE RELEASE

KYMCO People 50 Scooter Plays Starring Role In ABC TV Friday Prime Time Show, “In Justice”

Hollywood, CA — To instantly convey that a major female character in its new crusading-lawyers drama is aware, independent, and practical-yet-daring, Disney/Touchstone producers took a visual shortcut — they put her on a KYMCO People 50 scooter.

Beautiful and brilliant attorney “Brianna,” played by Constance Zimmer, will ride the People 50 for the entire season. The scooter is so integral to the show that the production company arranged to purchase it from NoHo Scooters in North Hollywood.

“They even paid retail,” says NoHo’s Mike Frankovitch. He explains that Touchstone contacted him because “We’re the main shop in L.A. for scooters.”

NoHo has been a KYMCO USA dealer since 2003.

Mike Frankovitch has provided classic bikes and automobiles, known in Hollywood as “picture cars”, to some of the top shows in Hollywood. It is Frankovitch’s People scooter that Mandy Moore will ride in a future episode of the hit show “CSI New York.” KYMCO scooters have also appeared on the popular medical show “Scrubs” and Fox’s hit comedy “Malcolm in the Middle.”

Frankovitch got into the picture car and scooter business by following in his father’s footsteps.

“My Dad’s Sixty-five Caddy limo was in the Johnny Cash movie, ‘I Walk the Line,’” he says with pride.

“In Justice” producers were impressed with the People 50’s distinctive retro styling, but they also chose it for a very practical reason — KYMCO’s shiftless CVT transmission.

“The People 50 is automatic and easier to ride and reliable,” says Mike Frankovitch. “With most classic scooters you’d need someone full time on the set that knows how to work on it.”

“In Justice” focuses on cases of justice run amok, in which an innocent person was been wrongly convicted of a crime. The team of lawyers from the National Justice Project try to solve these puzzles, puzzles that have been put together wrong. They identify the truly guilty and free the innocent.

Along with People-riding Constance Zimmer as Brianna, the show stars Kyle MacLachlan (Twin Peaks, Sex and the City), Marisol Nichols, and Jason O’Mara. It airs on Fridays at 9/8 Central Time.



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About the People 50

Blending modern technology with the styling of classic European scooters, the KYMCO People 50 is Retro that rocks. Its fuel-efficient 49cc, 16" wheels, excellent braking and exceptional handling have made the People 50 a top choice in its class. And this economy model gives you plenty of underseat storage and an optional buddy seat for two-up riding.

About KYMCO

With headquarters in Taiwan and distribution in 74 countries, KYMCO is a global leader in power-driven products, under the corporate slogan "Choose Your Own Path." Five manufacturing plants in Asia use the latest technology for the engineering and production of reliable engine, chassis, and other components. KYMCO is committed to maximum customer satisfaction and constant innovation, making use of the most advanced CAD/CAE tools to bring superior engineering and design to their products.

KYMCO scooters, motorcycles and ATVs are imported and distributed by KYMCO USA in Inman, South Carolina, where the warehouse, management, and marketing facilities are located. An ever-expanding dealer network currently serves over 500 U.S. locations. Dealer inquiries are invited.

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