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FOR IMMEDIATE RELEASE

The People Have Spoken: ATV- Industry Magazine Names KYMCO MXU 250 Best New Product of 2004

Inman, SC — The KYMCO MXU 250 has won ATV-Industry magazine's People's Choice Award for Best New Product of 2004. This award was voted on by attendees at the first ATV Expo '04, held October 14-17 at the Kentucky International Convention Center in Louisville. The MXU 250 beat out 19 other entries in the Expo's new product showcase.

"We were very pleased with the show and to have won this prestigious award," said Rick Pawelka, Marketing Manager for KYMCO USA. "It shows that KYMCO ATVs are increasing in popularity with knowledgeable buyers."

According to Caroline Carr, Sales Manager for ATV-Industry magazine, the KYMCO model won high marks for its body styling, particularly the headlights.

"I was in the New Product Showcase area for much of the show," Carr said. "People really seemed to like the looks of the KYMCO model."

The MXU 250 features a powerful 250cc, 4-stroke, water-cooled 18-horsepower engine. With an average ground clearance of 8.25" and large front and rear equipment racks, the MXU 250 is designed to meet the needs of the construction, farm, hunting, fishing and ranch markets. A wheelbase of nearly four feet combined with swing arm rear suspension and dual A-arm front suspension assures a comfortable ride.

Other features include headlights and taillights, trailer hitch with cargo racks and front bush guards, Kenda Pathfinder tires and a backlit digital dash with speedometer, tripometer, fuel and temperature gauges, neutral, reverse and high beam indicator. It also comes with a clock and a one-year limited factory warranty.

At the inaugural ATV Expo, over 1500 companies were represented over the course of the 4-day event, with products for every type of ATV application imaginable. In addition to the machines on display, Ted Nugent made an appearance and was awarded the first-ever ATV Image Award.

About ATV Industry Magazine

ATV-Industry magazine is the only trade journal serving the burgeoning all terrain vehicle market. It is the sister publication to Motorcycle Industry magazine, which began serving the powersports market in 1980 and is the leading trade journal in that market. ATV Expo '04 was the first ever show that combined trade and consumer audiences.



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KYMCO MXU 250

Engine Type	4-stroke water-cooled, SOHC
Displacement	249cc
Horsepower	18hp
Cooling System	Liquid
Lubrication	Wet sump
Ignition	Electric
Gearbox	Automatic CVT with forward, neutral and reverse
Chassis	Steel
Front Suspension	Dual A-arm with hydraulic shocks
Rear Suspension	Swing arm with hydraulic shock
Front Brake	Disc
Rear Brake	Disc
Length	78 in. (1961.2mm)
Width	42 in. (1066.8mm)
Height	43 in. (1092.2mm)
Seat Height	33 in. (838.2mm)
Wheelbase	48.1 in. (1221.7mm)
Ground Clearance	8.25 in. (209.5mm) average
Fuel Capacity	3.4 gals. (12.8 liters)
Weight	498 lbs.
Features	Headlights and taillights, trailer hitch with cargo racks and front bush guards, Kenda Pathfinder tires and a backlit digital dash with speedometer, tripmeter, fuel and temperature gauges, neutral, reverse and high beam indicator, clock and a 1 Year Limited Factory Warranty. C.A.R.B. Certified. Forestry Approved Spark Arrestor.

About KYMCO

With headquarters in Taiwan and distribution in 63 countries, KYMCO is a global leader in power-driven products, under the corporate slogan "Power Your Life." 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 provide the best technical service.

KYMCO scooters, motorcycles and ATVs are imported through KYMCO Motorsports 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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