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FOR IMMEDIATE RELEASE

KYMCO Hosts First Taiwan Factory Tour for American ATV Editors

Inman, SC — The week of August 8, seven editors from the top ATV magazines in the U.S. were guests of KYMCO for a tour of the company's Taiwan manufacturing and R&D facilities, as well as test rides of production and prototype ATVs and scooters. The off-roading experts came away impressed by the KYMCO facilities and the commitment of the company's executives to becoming a major force in the U.S. market.

"I discovered I was wrong in thinking that KYMCO might not be up there with the major ATV players," said Jerrod Kelley, Editor of ATV Sport and Contributing Editor for ATV Magazine. "The resources are definitely there."

Kelley and the other editors were impressed by the factory in the city of Kaohsiung, which turns raw material into finished product — including more than 2,000 engines a day. He also recognized that the R&D facilities are state-of-the-art. "Having such extensive R&D is a bonus for KYMCO and proves they are legitimate in any market they want to enter."

The press tour included presentations by company executives, including KYMCO's president. The editors learned that KYMCO export units have doubled in since 2001, and are expected to reach 183,000 units worldwide in 2004. KYMCO ATVs are best-sellers in Europe, where market share is approaching 50% in Italy and France.

Test rides were conducted on separate closed test tracks designed especially for scooters and ATVs. ATV models tested included the Mongoose 250, MXU 250, and an MXU 150 prototype model, not yet released in the US. One of the first production models of the new 500cc Xciting scooter, due out in the US early in 2005 was also tested.

According to KYMCO USA's Director of Sales and Marketing Bruce Ramsey, "I think the displays of 'extreme' riding by some of the editors made an impression on their hosts."

After the presentations and test rides, a trip to Taiwan's beautiful beaches at Kenting National Park wrapped up the tour.

Publications represented on the press tour were ATV Industry News, MPN Magazine, Powersports Business, Dealernews, ATV Rider, Dirt Wheels, and ATV Sport.



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About KYMCO

With headquarters in Taiwan and distribution in 63 countries, KYMCO (Kwang Yang Motor Company) 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 400 U.S. locations. Dealer inquiries are invited.

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