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**FOR IMMEDIATE RELEASE**

## **KYMCO USA NAMED OFFICIAL SCOOTER AND ATV OF NHRA**

**Spartanburg, SC** – KYMCO USA announced today that they will partner with NHRA, the world's largest motorsports sanctioning body. As part of the agreement, KYMCO USA will become the Official Scooter and ATV of the NHRA.

KYMCO USA will provide NHRA with scooters and ATV vehicles for use at the NHRA Full Throttle Drag Racing Series events and at its five owned and operated drag racing facilities.

As an NHRA official sponsor, KYMCO USA will receive visibility at NHRA Full Throttle Drag Racing Series events as well as exposure throughout NHRA's various media platforms.

"We are pleased to welcome KYMCO USA into the NHRA family of official sponsors," said Gary Darcy, senior vice president of sales and marketing, NHRA. "The quality scooters and ATVs that KYMCO USA provides NHRA will certainly help our Safety Safari team as well as our track officials do their jobs in a more efficient manner. In turn, we feel the partnership will offer exceptional exposure opportunities to generate awareness and recognition for KYMCO USA."

This is the first sponsorship relationship between NHRA and KYMCO USA.

"We're extremely excited to be partnering with the NHRA," from KYMCO USA president/CEO Eric Bondy. "They're a world class organization that provides tremendous entertainment for all members of the family. This partnership falls directly in line with our strategy of partnering with great organizations to build national awareness of the KYMCO brand. We look forward to a long and mutually beneficial relationship."

### **About KYMCO USA**

KYMCO's roots in the motorsports industry go back to its founding in 1963 as the Kwang Yang Motor Company, Ltd., with headquarters in Taiwan. Long a leader in quality, fuel economy, and versatility, today KYMCO manufactures motor scooters, motorcycles, and ATVs at five plants in Asia, including the main facility in the city of Kaohsiung. KYMCO is the largest scooter manufacturer in Taiwan and currently exports to 88 countries worldwide. All KYMCO plants use the latest technology for the engineering and production of reliable engine, chassis, and other components. Since 2004, KYMCO has been officially accredited for ISO-9001 quality in manufacturing. 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. The company's partner in the United States is KYMCO USA with headquarters, marketing and distribution centered in Spartanburg, South Carolina. KYMCO USA is dedicated to building the brand's reputation and market share through superior value, frequent new product introductions, strategic industry partnerships, and excellence in dealer network support. KYMCO USA has a reputation and expertise gained through over 30 years in the U.S. motorsports industry. For more information, log on to [kymcousa.com](http://kymcousa.com) or visit the KYMCO USA pages on Facebook.

**About NHRA**

Headquartered in Glendora, Calif., NHRA has 80,000 members and 140 member tracks nationwide. As the primary sanctioning body for the sport of drag racing in the United States, NHRA presents 23 national events in the U.S. featuring the NHRA Full Throttle Drag Racing Series, NHRA Lucas Oil Drag Racing Series and NHRA Get Screened America Pro Mod Drag Racing Series. Two NHRA-sanctioned bracket racing series provide competition opportunities for drivers of all levels: the NHRA Summit Racing Series and the NHRA Drags: Street Legal Style presented by AAA. NHRA also offers the Jr. Drag Racing League for youth ages 8 to 17. In addition, NHRA owns and operates five racing facilities: Gainesville Raceway in Florida; Atlanta Dragway in Georgia; National Trail Raceway in Ohio; O'Reilly Raceway Park at Indianapolis; and Auto Club Raceway at Pomona in Southern California. For more information, log on to [NHRA.com](http://NHRA.com), or visit the Official NHRA Pages on Facebook, YouTube and Twitter.

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