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FOR IMMEDIATE RELEASE

KYMCO People 250 Scooter Exceeds Expectations in “Ironbutt” 24-Hour Enduro Ride

Inman, SC — The editors of Minnesota Motorcycle Monthly have just released the results of their 24-hour, 1466-mile enduro ride of a KYMCO People 250, and all eight riders agreed that the completely stock scooter was surprisingly comfortable, fast, and tough enough to take amazing punishment.

The magazine’s senior editor, Victor Wanchena, summed up the experience, “The reliability of this machine is phenomenal. Large men — 200, 250 and 300 pounds — rode the People 250 by holding the throttle wide open for 2 hours at a crack.”

The “24 Hours of the KYMCO” took place in June and was run completely on freeways in and around the Twin Cities. Bob Hedstrom provided the People 250 from his Scooterville dealership in downtown Minneapolis. Eight riders took 2-hour shifts and punished the People 250 for 24 hours at an average speed of 61 miles an hour including rider hand offs and fuel stops. Fuel economy was just under 50 mpg. The riding was continuous even when it started to rain. The only stops were for rider changes and fuel.

The original goal, inspired by the Ironbutt Association’s Saddle Sore award, was to ride a thousand miles in one day. But after the ride started, the miles kept building and building. By early the next morning the 1000-mile mark had been broken and the People 250 was still going strong. When 24 hours were up, the riders had covered 1466 miles.

“To put that distance in perspective,” Wanchena writes, “we rode . . . the equivalent of all the way into Mexico or to Florida on a single-cylinder 250cc scooter.”

Rider Gus Brieland commented, “I couldn’t believe I was passing a tractor trailer on a step-thru scooter on the freeway . . . The 16-inch wheels made the People 250 float over the road. It was stable, [and] it was nimble.”

After he rode the People 250, Minnesota Motorcycle Monthly contributor Bob Waitz said, “My mind changed instantly from ‘I think I can take two hours on this thing’ to ‘I wish I had two more hours!’ I was surprised at how easy it was to ride and how comfortable it was.”

According to Scooterville’s Bob Hedstrom, “Even after twenty-four hours there was no change in oil level, and no overheating. KYMCO has unbelievable quality. I’ve never sold anything that’s better.”



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About the People 250

Available in a tasteful combination of chrome and Silver-Grey or Wine, the People 250 is a step-through design with a CVT automatic transmission. Dual rear shocks and front telescopic forks provide positive turning and a smooth ride over every urban obstacle, from potholes to speed bumps. Dual mirrors, cell phone accessory plug and a large padded seat add to rider comfort, and a built-in rear luggage rack provides a place for gear. A full front fender and detailed grill under the handlebars make the People 250 look like the substantial ride that it is.

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 400 U.S. locations. Dealer inquiries are invited.

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