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**FOR IMMEDIATE RELEASE**

## **STR Inc. Spins Off Motorsports Division as KYMCO USA**

**Inman, SC** — Effective January 1, 2005, STR Motorsports Division is no longer a division of STR Inc. The new, South Carolina-chartered Corporation STR Motorsports Inc. will do business as KYMCO USA.

“We are happy with the confidence that STR has shown in us,” said Eric Bondy, President/CEO of KYMCO USA. “We now have a great opportunity to improve our position with KYMCO products in the U.S. market.”

As a standalone, U.S. – based entity, KYMCO USA will be better able to reach agreements with other companies in the motorsports industry, including financing and retailing service providers, plus a growing number of aftermarket accessories manufacturers.

According to Bruce Ramsey, Vice President, Sales/Marketing, KYMCO USA dealers will reap benefits from the new independent status. “We will be able to create new relationships that offer dealers opportunities to increase their revenue, whether through financing packages or accessories sales.”

Because its products offer a unique combination of quality, performance, and value, the company is rapidly becoming a major competitor in the American motorsports arena. Recent KYMCO introductions have included the utility-targeted MXU 250 ATV, and a prototype 500 cc scooter under the model name “Xciting 500.” KYMCO authorized dealers now offer 10 scooter models, 5 ATV models, and the Venox 250 motorcycle.

KYMCO USA headquarters and major product distribution and support activities will remain in Inman, SC.

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

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