



BECO Motor International Inc.
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NEWS RELEASE

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KYMCO Canada goes to the Movies

The month of May marks the launch of KYMCO Canada's in-theatre ad campaign with one of Canada's largest cinema chains, Cineplex. This four week initiative will pilot within the province of Quebec and coincide with some of the season's hottest blockbuster movie releases!

The ad, which airs within the 7-minute period before the start of the film, focuses primarily on the youth market and features a range of 50cc KYMCO scooters. The majority of 50cc scooter riders in Quebec are teenagers, although there is growing appeal among many adults to take up scooter riding as an alternative and fun means of urban transportation.

For more information on KYMCO's 2009 line of 50cc scooters, please click on our products page.