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NEWS RELEASE

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KYMCO Canada Holds 2008 Prices

In these times of economic instability, retailers and consumers are forced to navigate financial challenges and to make financial decisions without any accurate predictions for the state of the economy in the near future. Many suppliers in the powersport industry have responded to a looming recession by raising their prices to offset a decreasing volume in sales and/or an increase in the cost of foreign currency. Ultimately, it is the consumer that is being asked to absorb the difference.

KYMCO Canada has made a strategic decision this year to provide some financial stability to our dealers and customers during this time of economic uncertainty. As such, we have retained the majority of our 2008 prices for the 2009 model year. Only the Vitality 50 scooter and the MXU 500 ATV experienced a slight price modification of 4.5% and 1.5% respectively (or \$100). As an additional benefit, KYMCO Canada has slashed prices on genuine replacement parts by at least 15% from 2008 levels.

There are many indicators that signal positive growth for the powersport industry in 2009, particularly in the scooter category. Team KYMCO and its network of dealers have reason to be optimistic despite some of the hardships that are changing the structure of the Canadian market.