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**New Styles & Features for Ridley's Automatic Motorcycles in '08.**

OKLAHOMA CITY (10/19/07)- Ridley Motorcycle Company introduced its new line of fully automatic transmission models earlier this week on the company's website, [www.ridleymotorcycle.com](http://www.ridleymotorcycle.com). The new '0eight line includes eight distinct models to meet the varying tastes of its broad customer base. For the new year, Ridley has added models to improve its product price range from an entry model price of \$13,995 to a new three wheel model that has a base price of \$25,995. In all, eight models will be offered by Ridley in 2008 which have already begun shipping to its dealer network of over sixty locations.

"Our focus is on delivering a motorcycle that fits the needs of the new market. It seems that so many companies are trying to revamp their line by adding a sixth gear. We're taking the gears completely out of the equation and letting riders get back to actually riding", said Clay Ridley about the effort his company has directed towards their new product line. Several new unique features are creating interest among Ridley Riders on the company's riders forum, one of which is a parking brake. "We take comments from the owners of our motorcycles very, very seriously. Ridley Riders have asked for a parking brake for added security", commented Jay Ridley, Vice President for the company.

Added to the long list of improvements for the new year model is the new "2 Year Plus" factory warranty which offers twenty-five months of factory backed warranty. According to Ridley, this new warranty exceeds coverage provided by most other domestic manufacturer's. One more reason Ridley believes 2008 will be the company's best selling year model.

With the holiday season fast approaching, Ridley Motorcycle felt the introduction of the new models would have more impact if held back until the middle of November. For Ridley, the holiday season means big business. Several of Ridley's dealers have reported higher sales in December than in May. The company attributed this to their market which is nearly divided in half among men and women.

For model information and specifications, visit [www.ridleymotorcycle.com](http://www.ridleymotorcycle.com).

For additional press materials or contact information, visit [www.ridleymotorcycle.com/press/](http://www.ridleymotorcycle.com/press/)

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