



AMERICA'S AUTOMATIC MOTORCYCLE

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'08 Model Unveiling Sells Three Months Production for Ridley Motorcycle.

(Okla. City, Okla.-10/19/07) The first ever Ridley Motorcycle Dealer Conference was held earlier this week in the manufacturer's hometown of Oklahoma City, Oklahoma. Focused on providing dealers with the guidance and information needed to successfully position the Ridley brand, the event brought dealers together in an open forum setting. The two day event started with a tour of the company's corporate office and final assembly facility followed by the long awaited unveiling of the '08 model line. One by one the new models were introduced by Clay Ridley. In all, Ridley introduced eight models including the company's first ever three wheel model, the Auto-Glide Trike.

North American Ridley Dealers attended the two day event October 14 – October 15 responding to the success of the presentations, the company's future plans, and unveiling of the new models by purchasing over three months production. “This was the shot in the arm I needed” commented Jim Lytner of Trike Toys, Las Vegas' exclusive Ridley Dealer. On Monday, break out sessions covered topics from the manufacturing process to Ridley retail marketing and the future of Ridley. “I have attended dealer conferences for many companies in and out of the motorcycles industry. None of them covered as much or was as important as this weekend”, stated Grimes Motorsports' Jim Grimes “the information was pertinent, the event was done with class and the timing was not disruptive to my business.”

Currently ramping up production to satisfy the demand from new riders, Ridley Motorcycle has designed its two and three wheeled motorcycles to help build confidence and make riding easier leading to a safer motorcycling experience.

Ridley Automatic Motorcycles are the world's only line of fully-automatic motorcycles. Ridley's Continuously Variable Transmission (CVT) allows the rider to cruise without manual shifting or clutching.

For more information on Ridley Motorcycle Company visit www.RidleyMotorcycle.com.

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