



AMERICA'S AUTOMATIC MOTORCYCLE

FOR IMMEDIATE RELEASE

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Ridley Announces Three New Dealerships in US

(Okla. City, Okla.-06/25/2008) Three new Ridley dealerships were officially announced today by Jay Ridley, Ridley Motorcycle Vice President. Treasure Coast Ridley in Stuart, Florida, Freedom Powersports in Cape Coral, Florida, and American Ironhorse of Huntsville, in Huntsville, Texas are the newly appointed locations for Ridley's automatic transmission motorcycles. Each location has been appointed as a premier location offering sales and service for Ridley.

"The association with Ridley is very exciting", said Jim Labar, CEO of Treasure Coast Ridley who also owns several other dealerships in the Stuart, Florida including the famous Treasure Coast Harley-Davidson. "After knowing the Ridley's since 1999, I'm glad to see our dealership expanding into the growing demographic that Ridley's products represent."

Established over twelve years ago, Ridley Motorcycle is experiencing a resurgence in interest as the buying patterns of baby boomer's are changing and custom manufacturers continue to struggle for market position.

Ridley Motorcycle offers a high quality, full size motorcycle with unique attributes first time riders prefer when becoming confident in their initial riding experience. With a variety of automatic transmission motorcycle models and a new automatic transmission trike model, Ridley is positioned for strong growth world wide.

"These motorcycles are about quality, fit and finish, and function. It's the perfect addition to our dealership that will be welcomed by our customers. We are looking forward to introducing the automatic motorcycle to Huntsville and the rest of Texas" commented Charles Thompson, owner of American Ironhorse of Huntsville.

Ridley produces motorcycles focused on safety through rider confidence. On a Ridley motorcycle new riders feel comfortable and enjoy riding without the distractions of traditional top heavy, manual shift bikes.

Ridley Automatic Motorcycles are the world's only line of fully-automatic motorcycles made in the United States. 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.

RIDLEY

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For more information on:

Freedom Powersports visit www.fpsrides.com.

Treasure Coast Ridley visit www.treasure-harley.com.

American Ironhorse of Huntsville visit www.americanironhorsehuntsville.com

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