

FOR IMMEDIATE RELEASE

Contact: Andrew Harris
(405) 830-5964
andrew.harris@imageaction.com

Oklahoma City-based Ridley Motorcycles Unveiled World's First Fully Automatic Trike

(OKLAHOMA CITY - 04/07/08) The Ridley Motorcycle Company unveiled the world's first and only fully automatic transmission, three-wheeled Trike motorcycle this weekend in Oklahoma City, Okla. The trike was on display at the "Thunder Run IV" event in Oklahoma City, OK. Ridley's Auto-Glide Trike is the latest addition to Ridley's full line of automatic transmission motorcycles.

"Adding an extra wheel to our already fun and easy to ride motorcycle is giving many people the opportunity to feel the excitement of motorcycling for the first time," said Vice President of Ridley Motorcycle Company, Jay Ridley. "On a Ridley trike, you do not have to worry about maintaining balance or using a clutch. Our trike offers a retro style, more storage, an electric reverse and the same automatic transmission that has become a staple of our brand."

The rise in the popularity of trikes has been attributed to the growing baby-boomer population. Trikes offer greater stability while riding and are easier to handle. Ridley looks to capture this market as motorcycle rider age demographics as a whole continue to rise.

As with each Ridley model, the motorcycles are designed and manufactured at the Ridley Motorcycle Factory in Oklahoma City.

"Some manufacturers will start with a two-wheeled motorcycle and modify the body to make room for additional trike parts," said Ridley. "We start with a frame specifically designed to be a trike. This allows for a higher quality product and a lower price point for customers."

The Ridley Factory Team was on-hand at the "Thunder Run IV" event along with the complete line of 2008 Ridley Auto-Glide Motorcycles including a redesigned Sport and a completely new Auto-Glide Standard model. All Ridley Motorcycles feature an automatic transmission. The 2008 Ridley Auto-Glide Trike is currently shipping to Ridley US dealers with a base MSRP of \$25,995.

Ridley Motorcycles are sold throughout the world. Their dealership network spans over 60 US markets, Canada, Puerto Rico, the Philippines and Japan. Ridley is looking to expand into the majority of the EU member countries in the near future.

For more information on Ridley Motorcycle Company including dealership information, please visit www.RidleyMotorcycle.com.

###