



KMX Karts Create a New Revolution in Cycling; Now Available for Sale in the U.S.

Born in Britain...

Unleashed in America...

KMX Karts have earned wide recognition, including:

- Best New Product Award at the International Cycle Show in London
- Finalist for the prestigious Ispo BrandNew Award in Munich – the world's largest competition for innovative, start-up sport and fitness companies
- Top 20 honors (out of 600 small businesses) in the United Kingdom's HSBC Start-up Stars Awards



Born in Britain... Unleashed in America... KMX Karts are bringing a new revolution to cycling in the U.S. Combining the ruggedness of mountain bikes with the daring, rebellious look and performance of BMX, KMX (Kart Moto Cross) Karts offer retailers an **exciting new way to reach extreme sports enthusiasts** and others who want to experience a radical, new twist to **off-road and trail riding**.

Created by KMX Karts, Ltd. of Britain, the tadpole-style trikes are **now available in the States** through KMX America. Engineered for agile performance and stability, they come in two models: one sized for kids (K Class) and one for adults (X Class). KMX also offers a growing **selection of accessories to adapt the karts for touring**.

While building trikes for his son and daughter, aerospace engineer Barry Smith developed KMX's unique look and design. In 2002 he and friend Alan Smith took two prototypes to a National Bike Week event in Portsmouth, England. Although the Smiths weren't officially invited vendors, their karts created a real stir among the many kids who gave them a spin. Riding on that successful debut, Barry and Alan became business partners and launched KMX Karts in July 2002.

KMX offers customers:

- An excellent price point – an economical entry into the market
- High quality parts
- Rugged construction
- Low maintenance
- High performing mechanical disc brakes on all three wheels (on the X Class)
- Responsive Ackerman, center-point steering
- Compatibility with BMX bicycle accessories
- Excellent customer service
- And, of course, **fun!**



Founders Alan Smith and Barry Smith



KMX Karts are made tough and versatile to meet the demands of all types of riders:

- Their three-point stability makes them as **suitable for persons with disabilities and balance issues** as those who want to push the karts to the limit. "The disability just seems to disappear, because they're riding something that every other kid on the street would like to own," explains Alan Smith, KMX Karts director.
- They **provide an excellent aerobic workout** for those who cycle for fitness.
- The karts **adapt for on-road touring** with accessories, such as lightweight wheel sets. **And more accessories are on the way!**

To capitalize on the youthful zeal for their new product, the Smiths originally marketed only the children's K Class model. Kids, they reasoned, were more apt to jump on the new sensation than adults who might hang back due to preconceived notions that recumbent bikes and trikes are for reserved, less active individuals.

The kids – spinning out, whipping around, and performing tricks on the cool-looking karts, all the while grinning ear to ear – quickly destroyed any such notion. The fact that the KMX is a recumbent-style trike didn't matter to them. **What mattered is rather simple – KMX is fun!**

Rob Gentry, who sells KMX at his shop, Recumbent Bike Riders, Inc. in State College, Pennsylvania, said that when parents saw their kids jumping curbs and "rutting around" off road on their KMXs, they wished "they had one just like it. They would ask me, 'When are you getting one for adults?'"

We designed the KMX primarily for people who are into BMX, skateboarding, inline skating, mountain biking or any other extreme activity," explains Barry Smith. "These people have the ideal mental attitude for getting the best from their KMX."

He adds that **most KMX customers have never before ridden a recumbent bike or trike.** "This introduces thousands of people to trikes that would not previously have even looked at one."

K - Class



X - Class

It's an adventurous sports trike that everyone can ride.

For more information on KMX Karts, contact KMX America at **1-866-299-8473** or **info@kmxus.com**, or visit **www.kmxus.com**.

