



For more information, please contact:
Brittany Brocious, 336.544.2425, bprocious@quixotegroup.com
Justin Moore, 336.544.2424, jmoore@quixotegroup.com

Introducing North Carolinians to the Scooting Lifestyle *Riding Forward With Iron Mountain Motorsports*

With gas prices averaging more than \$3 per gallon and a State of the Union call for energy conservation, there is no better time than now for North Carolinians to do their part. Greensboro-based Iron Mountain Motorsports provides a fun and cost effective way to do just that, through the use of gas powered scooters.

This spring, Iron Mountain Motorsports introduces the stylish and affordable Fox scooter line and brings the exciting opportunity to ride forward toward a better future, larger bank account and rousing lifestyle. The six new Fox scooters provide a range of styles and sizes to meet every rider's needs. Starting at 49cc in the Silver Fox and going up to the 300cc in the Fox Cruiser, Iron Mountain offers a variety of scooter styles (contemporary, retro, sport and cruising) and sizes.

Scoot for the Future



Consuming almost 400 million gallons of gasoline per day, Americans inadvertently contributed almost 2,000 million metric tons of carbon dioxide (CO₂) into the atmosphere through fuel combustion emissions in 2005.

As the ultimate end product of fuel combustion, CO₂ emissions are inevitable. The less fuel consumed, however, the less CO₂ released into the atmosphere.

With the aspect of Global Warming increasingly coming into Americans' concious, as well as governments' agendas, Iron Mountain scooters provide a fun and affordable way to make a difference by significantly decreasing the amount of gasoline used in transportation.

Scoot for Savings



With the average model car receiving 27.5 miles per gallon (mpg), the average household spent \$1,948 a year on gasoline in 2005. Iron Mountain scooters offer a money-saving alternative, receiving between 62-82 mpg – an alternative that is turning heads.

According to an ICR survey, 30 percent of Americans would consider riding a motor scooter for transportation everyday and are willing to transfer 35 percent of their weekly mileage to scooters – a way to benefit not only the environment but also bank accounts.

Scoot for Fun



With countless scooter clubs and organizations scattered throughout the nation, scooters are not only seen as an alternative transportation, but also as a lifestyle.

With all of the above as added benefits, people often just "scoot" for the fun of it. A weekend ride through picturesque North Carolina surroundings can be exciting, relaxing and energizing. Scooters provide a means to become socially involved, as well as to take time out for one's self.

North Carolina currently ranks third in the nation in the rapidly growing scooter category. The weather, beautiful rides and outdoor activities make the state a great place to go “scooting.” And, as gas prices continue to rise, Iron Mountain scooters make a great alternative to cars in workday commutes and weekend road trips. For more information about Iron Mountain Motorsports, or individual scooter specs, please visit www.ironmountainmotorsports.com.

About Iron Mountain Motor Sports

Emerging over the past five years as a trustworthy and dependable motorsports brand and offering a variety of reliable, affordable products, Iron Mountain Motor Sports proudly extends its name into more than 150 dealerships nationwide.

As a division of Dixie Sales Company (www.dixiesales.com), Iron Mountain is able to provide consumers the assurance that stems from over 92 years of experience in customer satisfaction. Iron Mountain consumers confidently purchase products knowing that each is backed by a full warranty, as well as more than 40,000 parts available for shipment to dealers the day ordered. Iron Mountain also provides dealers with in-house service advisors to assist in repairs.

In addition to scooter, Iron Mountain offers a full line of All Terrain Vehicles (ATVs) and go-karts. Expanding the company’s reach in the category, in October of 2006, Dixie Sales became the exclusive distributor of GAS GAS and Husaberg performance bikes.

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