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Media Release

Sporty, Powerful and Functional: Bolwell GMax 250



After the success of the coveted GMax 150, Bolwell unveils the second model in this series, the GMax 250. With sportier looks than the 150, this scoota brings the same sexy styling and precision but comes with added power and stability. The 250 has the capacity to burn but the luxury to linger, perfect for city riding and open road weekend cruising.

After the success of the Firenze 250, the GMax 250 is set to create a buying frenzy among scoota enthusiasts. The new GMax is the second 250cc scoota unveiled by Bolwell Select this year. Perfect for the bloke who wants to look hot on the road, this powerful machine is sure to satisfy any motoring desire.

The GMax 250 is smooth, sleek and stylish with 13 inch wheels, generous 4-piston front calliper and front and rear disc brakes, showcasing superior stopping ability. Other features include an emergency on/off switch located within easy reach, a steering lock for added security and a lockable large luggage compartment, located under the seat. Side and centre stands make storage and parking simple whilst a digital clock on the dash will ensure that you are never running late!

Aside from the obvious benefit of using less petrol and minimising traffic and parking nuisances, scoota's are more environmentally friendly than cars. The GMax 250 comes with a catalytic converter, enabling the exhaust system greater efficiency with emissions. Scoota's consume less fuel and have far lower running costs than those related to owning a car or larger vehicle.

Most Scoota's feature an electric start and full automatic transmission, making it easy to control and ride them. They are also linked to fewer warranty claims than other automobiles, not to mention the relatively low cost of purchase, insurance and maintenance.

Bolwell Select has an established reputation with the most comprehensive range of models available to the Australian market, ensuring there is one to suit any rider requirement. Their professional back up service and access to spare parts means that maintenance is fast, inexpensive and can be guaranteed.

The Bolwell GMax 250 Scoota is available in Blue/Silver and Red/Silver and has an RRP of \$6 490 + ORC.

About Bolwell Scoota:

Bolwell Select currently dominates the scoota market with a whopping 21.9% share (*first quarter figures, 2006*). Bolwell Select was established specifically to bring professional levels of service to the world of motor scooters in Australia. The company is a joint venture between the Bolwell (Bolwell Corporation) and Black family. The family-run business consists of husband and wife team Neil and Kaye Black (Managing Director and Administration Manager), as well as sister and brother team Hollie and Tim Black (Marketing and Sales Manager and Sales, Service and Training Manager respectively). Bolwell Select - the strength of a corporation with the personal attention of a family business - Enjoy the Experience!

Bolwell Select Scoota's are available from over 40 dealerships throughout Australia. For more information visit: www.scoota.com.au or call 1800SCOOTA (1800 726 682).

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