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Subject: ATK Introduces new 700cc V-Twin Cruiser to the North American Market

BONNEVILLE SALT FLATS -- BONNEVILLE, UTAH, September 2, 2010: ATK Motorcycles of Centerville, Utah and S&T Motors Motorcycles of Korea unveiled a new 700cc based V-Twin Cruiser on the salt at the world famous Bonneville Salt Flats at the AMA sanctioned *BUB Motorcycle Speed Trials*.

The Racer/Rider of record on the new ATK 700 Cruiser was none other than S&T's own Chief Operating Officer, Jimmy Park, who piloted the motorcycle to well over 100 MPH on both passes, which according to ATK's CEO Frank White, gives title to Jimmy Park as, "The Worlds Fastest Korean!" Internationally famed motorcycle journalist, Alan Cathcart, who was present at the event quipped, "Jimmy Park came to Bonneville as a boy and goes back to Korea as a man."

Complete details and specifications relating to this new cruiser model will be available in forthcoming articles that the World's Fastest Journalist, Alan Cathcart (*who also broke world records at Bonneville*) is writing on ATK and this new model.

"The Bonneville Salt Flats is a special place to ATK because it's on Utah soil and is less than two hours away from our motorcycle factory," White says. "We intend to leverage this great natural asset, found only here at Bonneville, in more ATK corporate events."

In May of 2010 ATK and S&T entered into a five year, symbiotic agreement where the two brands agreed to work together in order to design and introduce new exciting models to the American market. (*See modified May 27th 2010 Press Release below for reference*).

ATK intends to offer these new cruisers for sale at select Harley-Davidson dealerships nationwide in early 2011. "Our approach is simple," White says, "attract new and younger riders into these dealerships. We know that our new 700cc cruiser will capture many new customers who are initially looking for a smaller displacement, high-quality V-Twin based motorcycle, yet at a very affordable entry level price." White is quick to mention, "Neither the Harley-Davidson Motor Company, or its affiliates, either endorse or support ATK in any way."

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Alan Cathcart, S&T's Jimmy Park, and ATK's Frank White



S&T's Jimmy Park rides ATK to Bonneville



S&T's Jimmy Park stands beside new ATK 700 Cruiser



ATK's on the Salt at Bonneville



S&T's Jimmy Park on the Salt in excess of 100 mph



ATK 700 V-Twin Cruiser

Previous Press Release Issued May 27, 2010



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Subject: 33,000 Motorcycles Earmarked For North American Market

Taekwon Kim, CEO of S&T Motors, and Frank White, President of ATK, signed a multi-year \$100 million dollar contract. According to terms of this contract, signed on May 25th at ATK headquarters in Centerville, Utah, more than 33,000 units will be brought to the American marketplace during the next four years.

"This contract signifies that the world's best motorcycle market has acknowledged the high technical skills, outstanding quality and the competitive price of S&T products," says Kim. White agrees about the level of quality and the fact that the price is right. "Dealers who have tested some of our first ATK/S&T motorcycles are very satisfied with the overall quality, and they are ready to be a part of this bit of history."

White adds; "Our strategy is for ATK to be the second American brand in select Harley-Davidson dealerships. The prime focus of our initiative is to be a feeder brand to the V-Twin dealers — similar to what Scion has been to Toyota." White is quick to explain that The Harley-Davidson Motor Company does not endorse or support this joint venture in any way. White states; "Nevertheless, our new products fit the current Harley-Davidson dealer need and move to offer both the dealer, and more importantly, the retail customer, a complete staircase of V-twin based products, which only acts to complement the current Harley-Davidson product line-up."

"The approach is simple; get new and younger riders to go into the Harley-Davidson dealerships," explains White. "We want to capture those customers who are initially looking for a smaller displacement motorcycle, at an affordable price, and then over time these new riders will develop the aspiration for a traditional Harley-Davidson."

According to S&T CEO Taekwon Kim, this partnership is a win-win for ATK, S&T and for the dealers, saying, "We are happy to be a part of the 'Confidence in America' moving forward and expanding what we see the conventional brands have brought to the marketplace."

- This \$100 million contract will see S&T produce enough parts to manufacture 33,000 motorcycles, ranging in displacement from 250cc to 680cc.
- These motorcycles will be sold and marketed under the ATK brand name in the US market for the 2011 to 2014 model years.

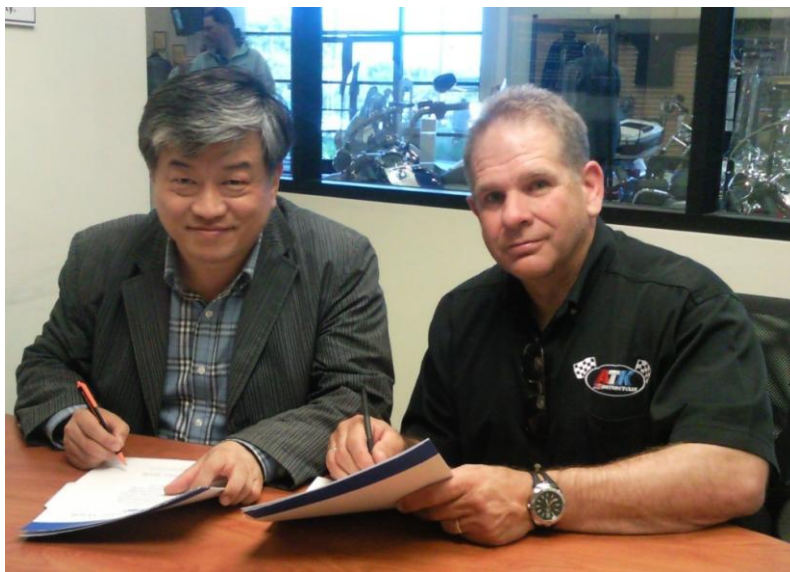
- Starting in 2012 motorcycles will be assembled in Utah and should employ some 65 additional jobs into the state at peak production.
- This contract establishes trust between S&T motors and ATK and follows the signing of a strategic alliance agreement back in November 2009, at the EICMA Motorcycle Show in Milan, Italy.

About S&T Motors Co., Ltd.

S&T Motors is the largest motorcycle manufacturer in Korea and is a publically traded company on the Korea Exchange (KRX) under identifier 000040. S&T has been manufacturing “Hyosung” branded motorcycles ranging from 250cc to 700cc, exporting to Asia, Australia, North & South America and Europe, totaling more than 60 countries worldwide and has a great reputation for making affordable, quality motorcycles.

About ATK:

ATK is best known for its racing legacy. The first ATK conceived in 1985 won the legendary Barstow, CA to Las Vegas, NV Off-Road Motorcycle Race and since then has won multiple AMA National off-road and Dirt Track Championships. ATK is the second oldest continuously running US motorcycle manufacturer and currently is the only US based off-road motorcycle manufacturer. Over the past 25 years ATK has manufactured more than 15,000 Motorcycles / ATV's with a small staff of craftsmen in the Salt Lake City, Utah area. ATK has been a pioneer in innovation and technology advances, including being the first motorcycle company to introduce fuel injection technology beginning in 1991.



S&T CEO Taekwon Kim (L) and ATK CEO Frank White (R)