



PRESS RELEASE

Tuesday 2nd November 2010

KING LONG SETS INDUSTRY FIRST WITH FIVE YEAR WARRANTY AS STANDARD ON ALL VEHICLES

King Long UK has become the first company to provide a five year warranty as standard on all of its new coaches and buses in the UK.

King Long manufactures over 30,000 vehicles per annum and is building upon an enviable reputation for quality and reliability throughout its growing European customer base and, as a relatively new player in the market place, is demonstrating the ability to break new ground with high quality luxury vehicles and low prices. In the UK King Long has established ten premier dealerships and 44 service and after sales dealers. Prices in the UK start from £94,950 for the new 6800, a rear engined luxury coach.

Paul Bicknell, Marketing Director for King Long UK said,

“We are determined to develop a compelling proposition for King Long coaches and buses positioning them as the most attractive and logical purchase. A five year warranty on buses and luxury coaches as standard is unique. It represents a key milestone for King Long and for our customers. We passionately believe in the integrity, quality and reliability built-in therefore the five year standard warranty is us being able to translate this with confidence into a concrete and tangible customer benefit.

From our customers perspective it adds predictability to their total cost of ownership considerations. A typical lease for five years would now mean that any vehicle would still be within warranty. This offers peace of mind to businesses needing to plan ahead financially, especially in an uncertain economy. By reducing the risks King Long is leading the way on price and value for money for the levels of luxury and specification throughout our range.

King Long is exhibiting on stand J110 at Eurobus 2010.

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Notes for Editors; -

King Long was established in 1988, with headquarters in Xiamen, China and has been able to manufacture more than 200 kinds of products ranging from 4.5m to 18m vehicles, which include touring buses, coaches, buses, passenger cars and special vehicles with an annual production capacity of 30000 units.

King Long has enjoyed stable performance growth over the last 20 years. 24000 units of large and medium size coaches were sold in 2008. King Long is growing by approximately 20% per year.

The UK headquarters in Coventry is ideally located to provide national service and parts support to its dealer network and customers. During the spring of 2006 the company acquired additional premises specifically to create a dedicated centralised parts warehouse. The total investment amounted to £1.5 million.

In addition to a fleet of mobile engineers King Long UK is able to call on national service support from its key component suppliers including Cummins, Eaton, ZF, Allison, Meritor, Bosch and Wabco.

Pictures available upon request:

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