



PRESS RELEASE

Tuesday 2nd November 2010

KING LONG'S REAR ENGINED 'MINI MARVEL' COACH TO LAUNCH AT EUROBUS 2010

Luxury coach manufacturer King Long is launching a new mini coach at Eurobus 2010 which, it says will 'offer something exceptional to appeal to every coach operator'.

The XMQ 6800 coach is a 29/31 seater, priced at £94,950 with a five year warranty as standard. The rear engined design means that the XMQ6800 has the performance and features you would expect on a larger coach – huge luggage capacity, comfortable and quiet ride for every passenger with lots of interior space as well as a great driving position for the driver. Powered by a Cummins ISBe5 207Bhp engine, the 6800 includes a 6 speed manual gearbox, luxury leather seats and air conditioning as standard.

"We've researched the market and cannot find a competitor for this quality of mini coach. No other vehicle matches its price and specification combination. It's a luxury coach in a condensed chassis. It fills a gap in the market exceptionally well. For the small coach or mini bus operator, the 6800 is the natural step up to offering extra quality to attract new customers. For the larger operators, it meets the need to offer a compact luxury coach within their fleet." said Paul Bicknell, Marketing Director for King Long in the UK.

King Long is exhibiting on stand J110 of Eurobus 2010.

"Apart from the five year warranty King Long has an extensive network of dealerships, service and after sales dealers in the UK." added Bicknell.

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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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