



**RJV Enterprises LLC Unveils RIMO's New Alpha Kart**  
**at Kart Expo International Show**

*Hot New Look, Compliment Performance & Safety Innovations for North American Launch*

**Braintree, MA**, February 22, 2007 – RJV Enterprises LLC, importer and distributor of karts, engines, kart racing supplies for the Eastern United States for SSC Racing, announces the North American launch of RIMO's new kart "Alpha" at the Kart Expo International Show, February 24 – 25, in Chicago. German-based RIMO, the leading manufacturer of concession karts throughout Europe, has designed new innovations into the Alpha kart, providing state-of-the-art handling, safety and performance. RJV Enterprises is the exclusive importer and distributor of RIMO Karts in the North America and the Eastern US distributor for SSC Racing and Rotax Engines.

The Alpha kart features a state-of-art new chassis with a dramatic new look – a hot aesthetic design that's bold and sleek – and, in the RIMO tradition, it offers a distinctive suite of features designed to maximize performance and durability. Features include:

- **Hydraulic throttle and brake control**
- **Improved control arm (spindle) with reinforced inner- bearing**
- **Side mounted fuel tank with gas cap-integrated fuel level control**
- **Brake disc protection, 2-piston hydraulic brake, brake pad quick release**
- **Extra surround protection tube for axle cover, converter and rear wheels**
- **New special bearings for rear axle**
- **Gas cable protection**
- **Reinforced side wings**
- **Adjustable, 4-point elastically-supported seat**
- **Improved weight adjustment system**

Unlike many kart manufacturers, RIMO is solely focused on concession kart manufacturing and engineering. Every kart is custom built to meet the needs of each specific track.

“Our clients and dealers are going to love the Alpha’s hot new look. The new aesthetics, combined with the many technical innovations, the Alpha promises to be the best concession kart available, bar none,” states Richard J. Valentine, president of RJV Enterprises and SSC East. “Our mission at RJV Enterprises is to be the one-stop solution for tracks and racers – RIMO Karts compliment our other top of the line products and services, including KISS barriers, F1 Timing Systems and SSC Racing.”

“RIMO is the ‘Mercedes Benz’ of concession karts and we’re excited to bring their latest innovation – the Alpha Kart – to North America. RIMO karts reduce maintenance costs by 30% -- the special materials and welding that goes into each chassis makes a remarkable difference. I’m looking forward to adding the Alpha to our kart fleet at F1 Boston, our indoor track, and F1 Outdoors,” Valentine continued.

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#### **About SSC East**

SSC East, located in Braintree, Massachusetts, is the direct importer in the eastern half of the United States for the world’s leading kart products including Rotax/Bombardier, CRG chassis, Zanardi, MoGo and GearBox product lines, to both kart dealers and racers. Exclusively focused on kart racing, SSC East is dedicated to importing, selling, servicing and supporting kart manufacturers; it is the largest distributor of karts, engines and kart racing supplies and race organization in Eastern United States. For more information, visit [www.sceast.com](http://www.sceast.com).

#### **About F1 Boston**

F1 Boston, located in Braintree, MA, is a premier high performance indoor kart racing venue for corporate events and social functions. It is considered the “Gold Standard” of such venues. The 106,000 square foot facility, featuring two indoor European-style kart tracks. F1 Boston also offers variety of entertainment options to compliment kart racing, including an English style billiards parlor, VIP Room, Trackside Café, Outdoor Café, musical entertainment and comedy nights. For more information, visit [www.f1boston.com](http://www.f1boston.com).

#### **About F1 Outdoors**

F1 Outdoors, located in East Bridgewater, MA, is the country’s newest, state-of-the-art kart racing complex, providing the luxury, amenities and camaraderie of a country club atmosphere. Its’ 1.5-mile Grand Prix-style race track features hairpin turns, banked turns and straight-aways, with 7 different configurations, plus kart storage and maintenance service for owners. For more information, visit [www.f1boston.com](http://www.f1boston.com).

