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Press Release

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Weblog offers hourly video coverage of 2010 Dealer Expo

AUSTIN, TX, JANUARY 29, 2010: In an effort to expand their coverage of the Indianapolis Dealer Expo, popular motor scooter industry weblog TheScooterScoop will be delivering live reports and ongoing video coverage from the show floor of the 2010 Indianapolis Dealer Expo to desktops around the world.

Many dealers and distributors consider the annual Dealer Expo to be the single most important event to attend before kicking off a new sales season and while the recession of 2009 may have turned 2008's double digit gains upside down for most of the powersports industry, 2010 is here and the Indianapolis Dealer Expo drives on.

"We understand that many dealers will not have the resources to attend," says Editor-in-chief Steve Guzman. Guzman adds, "This year we want to give those dealers the next best thing; the

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ability to participate in our hourly video coverage".

TheScooterScoop plans to accept coverage requests from dealers and consumers via email, Twitter and Facebook. "We will compile a list of the most requested booths and hit them one at a time. It's the first time anyone has offered this sort of proxy attendance," Guzman claims.

In addition to offering proxy attendance for those "sitting it out" this year, TheScooterScoop intends to boost exposure for the attending exhibitors through use of social media outlets and their blog www.TheScooterScoop.com. Steve Guzman explains, "Show exhibitors are literally banking on Expo exposure to give them a solid foothold on the season. By offering supplemental video coverage we can not only boost interest from non-attending dealers and consumers but also provide visual show notes to those dealers that did attend."

TheScooterScoop's Dealer Expo Live 2010 is sponsored by Peirspeed, leading distributor of Peirspeed and Sachs branded motorcycles, scooters and ATVs. The complete PEIRSPEED line up will be on exhibit in booth 2044.

About TheScooterScoop

TheScooterScoop weblog was founded in 2005 to provide power sports dealers and consumers with up to date scooter industry news, anecdotes, and editorials promoting smaller commuter options in the USA. Editor-in-chief

Steve Guzman has consulted for a number of US distributors and is currently a contributing editor for Motorcycle-USA and Motorcycle.com.

About Peirspeed

The Peirspeed brand is owned by Cobra Powersports. Cobra Powersports has a long history of providing top quality scooters and ATVs. Products include SACHS Bikes, Peirspeed Scooters, and TGB ATVs.

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