

For Immediate Release

20th January, 2009

PRESS RELEASE

**RICH ALLEY APPOINTED GENERAL MANAGER OF
STEYR MOTORS NORTH AMERICA Inc.**

STEYR MOTORS NORTH AMERICA, a fully owned subsidiary of STEYR MOTORS in Steyr, Austria appointed Rich Alley as GENERAL MANAGER for his US operation.

A few years ago, Rich Alley was running his own business Ft. Walton Beach, Florida as a dealer for servicing and selling Steyr engines. Today he serves as the General Manager and Director of Operations for STEYR MOTORS NORTH AMERICA. He runs all the day to day operations and established the STEYR MOTORS NORTH AMERICA base of operations in Panama City, Florida with the opening of its new 5500 square foot warehouse facility. This new location gives the parent company STEYR MOTORS Austria, warehouse storage for its engines, parts and accessories, as well as offices for daily operations.

Rich is a 25-year veteran of the U.S. Air Force with a background firmly rooted in the management and repair of aircraft engines. After leaving the Air force in 1998 Rich established and operated his own successful business. Experienced in management as well as qualifications and technical training from several marine gas and diesel engine manufacturers, he was the perfect choice to help STEYR MOTORS grow in the US. Rich also holds memberships in the American Boat & Yacht Council and the Association of Marine Technicians.

Mr. Rudolf Mandorfer, CEO of STEYR MOTORS comments: "We are very proud, to have Rich Alley as General Manager for our US business as head of our team in Panama City. Mr. Mel Carnahan and John Simmons III, who has been recently appointed, complete the successful and well experienced team."

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