



NEWS RELEASE

For Immediate Release

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KÜRYAKYN ACCELERATES INTO NEW YEAR Rudd Takes Over Chairman's Role, Mohr Becomes President

IRVINE, CA January 8, 2014: Motorsport Aftermarket Group (MAG) is accelerating into the new year announcing a couple of strategic promotions for its Küryakyn brand. Company founder Tom Rudd takes over as Chairman of Küryakyn, while V-Twin industry veteran Holger Mohr moves into the President's position. In his new role, Tom will focus on his primary passion, R&D and bringing creative new products to the powersports industry. This well-deserved appointment comes after nearly 25 years of visionary leadership for the brand. Meanwhile Mohr will become the second President in Küryakyn history.

"This move will free Tom up to focus on the next generation of products and emerging market trends for Küryakyn and other MAG brands," says Brian Etter, MAG's President & CEO. "Tom started Drag Specialties back in 1968 as a small parts and accessories store in Minneapolis. Over the next 20 years, Drag Specialties grew to become the largest motorcycle parts and accessories business in the country." In 1987, Tom sold the company and later founded Küryakyn.

"Küryakyn is known for bringing innovative products to the market and I will always be looking for that game-changing idea that everyone wants," quips Tom. While Tom remains on the gas with Küryakyn product development, he adds, "the team is looking forward to working with Holger during this transition."

Holger has been a leader in the motorcycle aftermarket parts industry for more than 15 years, which included being the President and CEO of Custom Chrome, Inc. He joined MAG in May 2012 as VP of Business Development and was directly responsible for several key MAG brands, including Mustang Seats, Roland Sands Design and MAG International.

"Holger's experience and passion for our motorcycle industry makes him an excellent addition to the Küryakyn family," states Etter. Effective January 6, 2014, Mohr took over daily operations at Küryakyn.

"This has been an exciting ride so far," says Mohr. "The explosion of the RSD apparel and hard parts lines has been great to be a part of and Mustang is really on the move... 2014 should be an exciting year for both these brands. Now I am really looking forward to kicking Küryakyn into overdrive."

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About Motorsport Aftermarket Group:

Founded in 2000 and headquartered in Irvine, CA, Motorsport Aftermarket Group, Inc. (MAG) is a family of leading brands and businesses in the powersports industry. MAG businesses and brands operate worldwide as independently managed business units. MAG businesses and brands work together in product design and development, marketing, advertising, and special events, and receive support from the MAG Group office in the areas of business development, finance, sourcing, information technology, sales, marketing and administration. For more information, visit www.maggroup.com

About Küryakyn:

Founded in 1989, Küryakyn is a world leading provider of innovative and stylish bolt-on accessories, primarily for cruisers and touring bikes. Küryakyn offers a highly diverse product range that is unmatched in terms of style and design. Providing exceptional customer service and developing innovative products are the foundation of Küryakyn.

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