



## PRESS RELEASE

For immediate distribution

April 7<sup>th</sup> 2009

### **KTM Canada and Travelers Acceptance Partner to Provide Consumer Finance Options**

**Burnaby, BC and Saint-Bruno QC, April 7, 2009.** KTM Canada, Inc. a worldwide leading manufacturer of off road and street motorcycles and ATVs and Travelers Acceptance Corporation, an independent, national consumer finance company are proud to announce a new strategic partnership to introduce the Power Product Financing program that will provide KTM dealers with enhanced consumer finance options. This new program will ensure that an authorized KTM dealer is in a position to provide financing to the broadest spectrum of consumers and furthermore to the greatest selection of new and used KTM branded products. Proprietary KTM programs will be designed in concert with KTM Canada, Inc. for specific KTM branded products from time to time to stimulate sales of specific KTM products.

KTM dealers will have access to **Crelogix, Travelers** proprietary web based loan origination system. **Crelogix** delivers payment choices to attract and close more business 7 days a week. With **Crelogix** both the KTM dealers and their customers have a confidential, bilingual service that calculates an affordable payment and the perfect loan term instantly at point of sale. Travelers will provide training to all KTM Canada, Inc. dealer representatives on the KTM sales finance programs.

“KTM welcomes the provision of consumer financing through the Travelers program. This program is all about offering efficient, market leading solutions to assist our clients. At KTM high quality customer service is at least as important to us as the high quality of our products”, said Tom Etherington, National Sales Manager, KTM Canada, Inc.

“We are proud to partner with KTM in Canada to meet the needs of their dealers and customers. KTM and we at Travelers share the goal to provide customer satisfaction and service excellence.” said Pierre Genest, Director, Business Development for Travelers Acceptance Corporation.

**About KTM Canada:** The KTM brand has a deeply rooted motor sport tradition. KTM Canada, Inc. today is 42 different models of motorcycles and ATVs, 64 Canadian National and Provincial Championships since 2003 in minis MX2, MX Ladies, Ice Race, CMA National Enduro, FMSQ and ATVs classes and 68 authorized dealerships from coast to coast. “Ready to Race” – in accordance with the company philosophy, the insights gained from our motor sport experience are passed directly into series production and so become available to our customers as well. For more information contact: [ktmcanadacommunications@ktmnorthamerica.com](mailto:ktmcanadacommunications@ktmnorthamerica.com).

**About Travelers:** Travelers Acceptance Corporation has since 1974 been engaged by businesses to arrange, structure and fund unique indirect consumer financing solutions across a wide range of industries including tuition, automotive aftermarket, vacation ownership, healthcare, membership, consumer durables, power products and home improvements. Travelers consults with its client partners to create term financing programs that attract and retain more clients, close more sales, and increase overall profitability. For more information about Travelers Consumer Finance visit <http://www.travelersacceptance.com>.

