



Beta Announces Complete 2013 Model Range

For Immediate Release
Paso Robles, CA

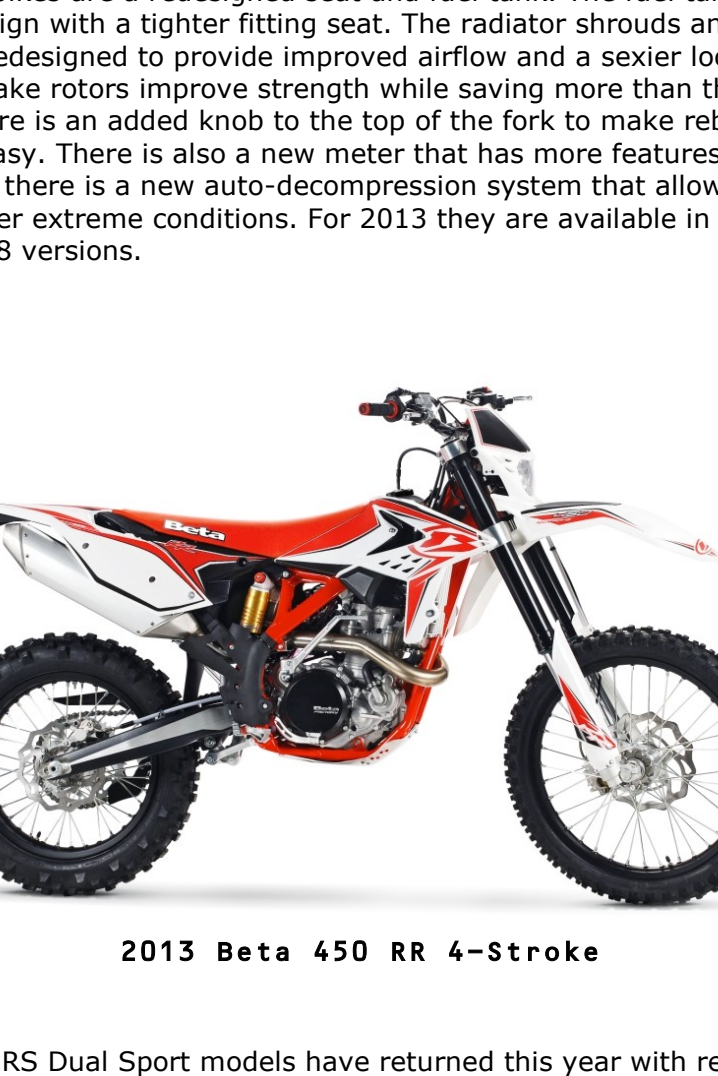
October 15, 2012

Off Road - Dualsport - Supermoto

American Beta is proud to announce the arrival of their long-anticipated two stroke off road models. The 250 RR and 300 RR add to the already impressive lineup that now totals 24 models.

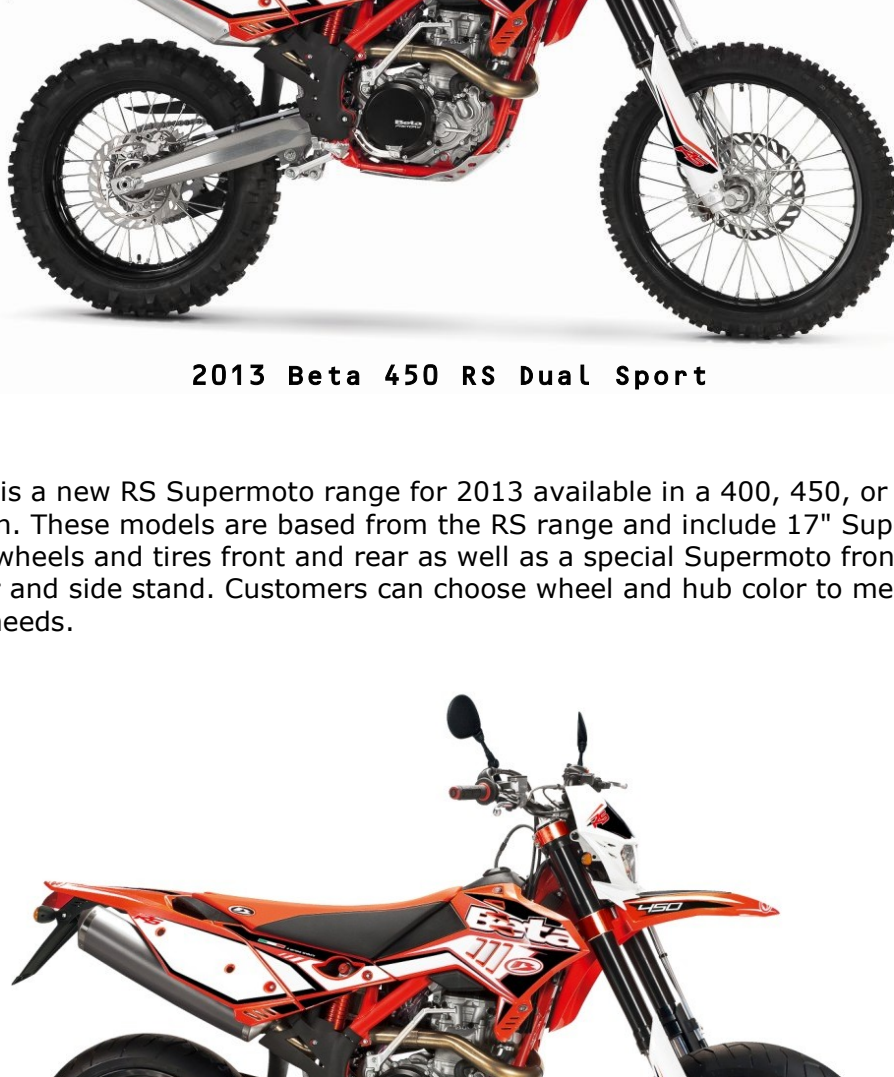
Starting with the new two strokes available in a 250 and 300, the engines are a completely new design built in-house by Beta. With more than thirty years experience building Trials bikes, the Beta engineers instilled their knowledge of finding traction into the design of the new bike's powerband. The new motor's list of features is long including an electric starter which is placed under the engine to reduce the center of gravity adding to the light weight feeling of the bike. The bikes also come with an FMF exhaust pipe and silencer designed exclusively for Beta. Other engine features include die cast main cases, magnesium engine covers, 6-speed transmission, Keihin 36 PWK carburetor, V-force 4 induction reed system, and an exclusive BPV (Beta Progressive Valve) exhaust valve system.

The chassis of the new two stroke models are based from the proven 4 stroke models and include a refined aluminum-body Sachs shock matched to a 48mm Sachs fork with special SKF friction-less forks seals. Other features include a thick plastic skid plate, light weight wheels, Nissin brakes, oring chain, full instrumentation, quick-access air filter, and a forged aluminum side stand.



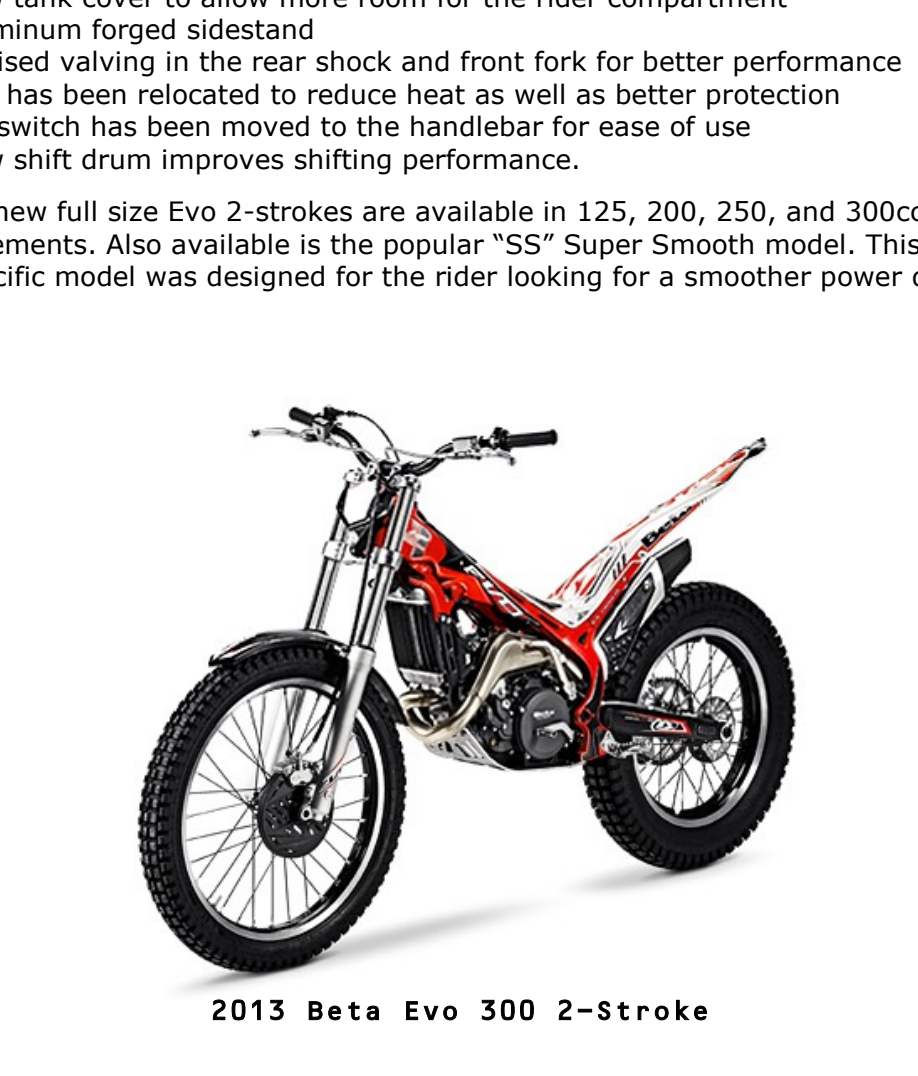
2013 Beta 300 RR 2-Stroke

Beta's 4-stroke off road line up has received many refinements with weight loss being at the top of the list. A total of six pounds has been shaved from all of the four stroke RR models! This weight loss is from a lighter frame, wheels, aluminum shock, redesigned swingarm, and lighter oring chain. Also new on the bikes are a redesigned seat and fuel tank. The fuel tank has a new cap design with a tighter fitting seat. The radiator shrouds and grills have been redesigned to provide improved airflow and a sexier look. New hubs and brake rotors improve strength while saving more than three pounds. There is an added knob to the top of the fork to make rebound adjustments easy. There is also a new meter that has more features and a slim look. Lastly, there is a new auto-decompression system that allows easier starting under extreme conditions. For 2013 they are available in 350, 400, 450, and 498 versions.



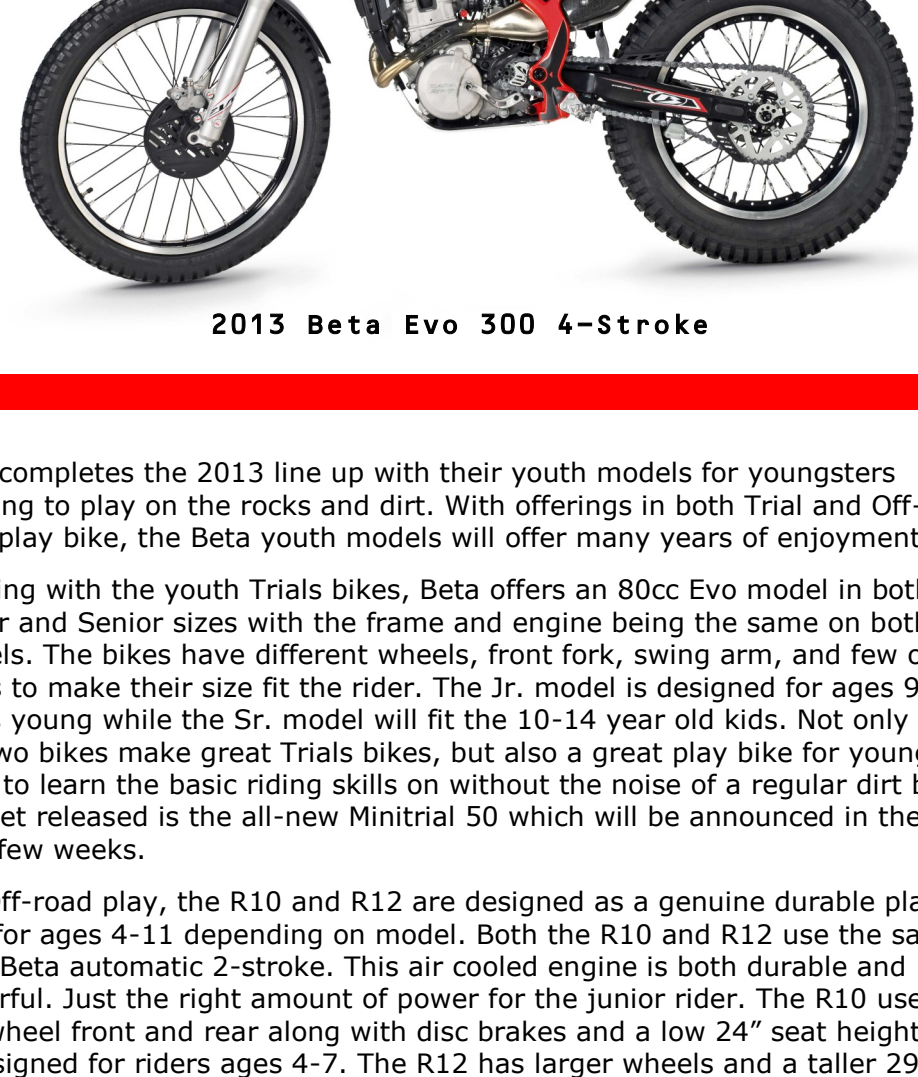
2013 Beta 450 RR 4-Stroke

The popular RS Dual Sport models have returned this year with red plastic, new muffler, brake rotors as well as a new frame for better performance. There is also a new headlight for improved night riding. The 2012 RS models were sold out by July of this year due to their growing popularity for the hardcore Dual Sport customer. For 2013 they are offered in 400, 450, and 520 versions. There are more than one hundred accessories available from Beta for the RS range and the BYOB (Build Your Own Beta) program is returning for 2013 which allows customers to build their bike online and have it delivered to a Beta dealer.



2013 Beta 450 RS Dual Sport

There is a new RS Supermoto range for 2013 available in a 400, 450, or 520 version. These models are based from the RS range and include 17" Supermoto wheels and tires front and rear as well as a special Supermoto front fender and side stand. Customers can choose wheel and hub color to meet their needs.



2013 Beta 450 RS Supermoto

Mototrial

Beta's Trials bikes have been heavily updated for 2013. Starting with the flagship model the Evo 300 2-Stroke, the frame has been completely redesigned using Hydro-Forming. This method has given the Beta engineers the ability to offer a compact frame while still offering the tightest turning radius in the industry. Other new features include:

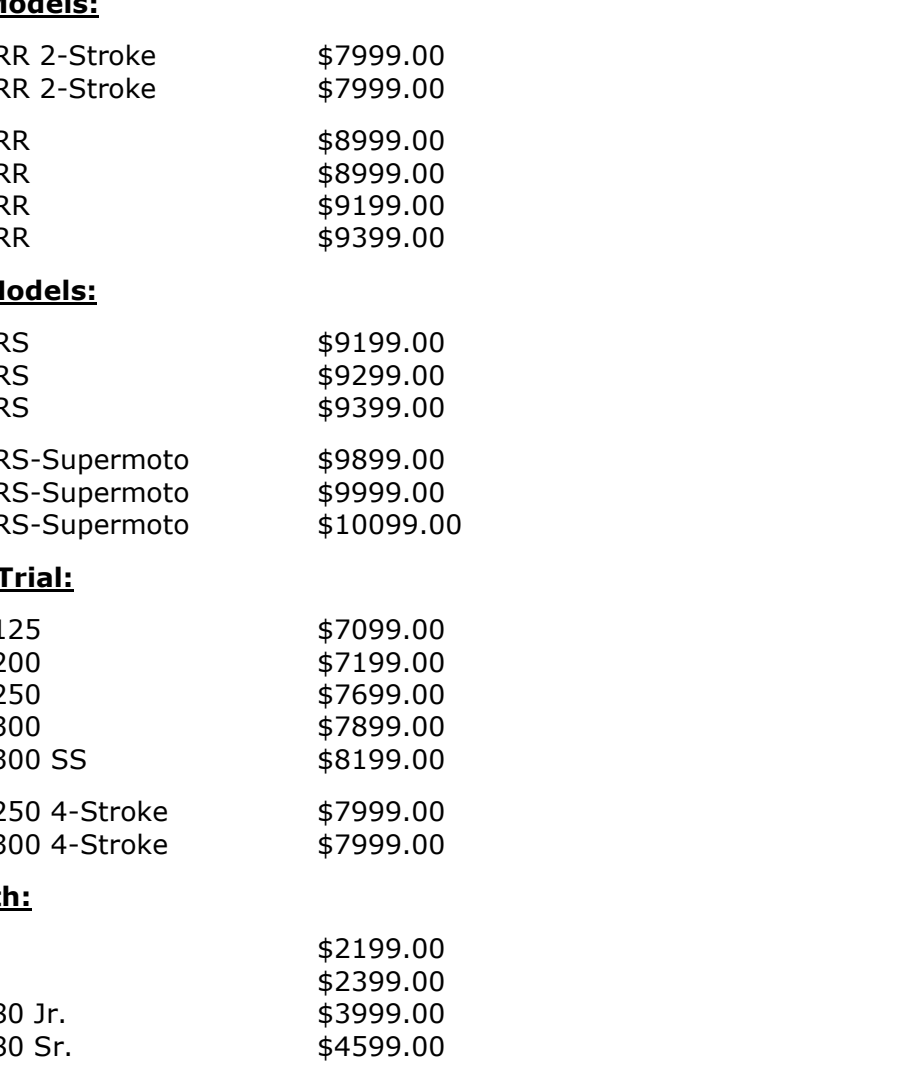
- All new rear fender with quick-access to the air filter
- New tank cover to allow more room for the rider compartment
- Aluminum forged sidestand
- Revised valving in the rear shock and front fork for better performance
- CDI has been relocated to reduce heat as well as better protection
- Kill switch has been moved to the handlebar for ease of use
- New shift drum improves shifting performance.

The new full size Evo 2-strokes are available in 125, 200, 250, and 300cc displacements. Also available is the popular "SS" Super Smooth model. This USA-specific model was designed for the rider looking for a smoother power delivery.



2013 Beta Evo 300 2-Stroke

Also returning to the Beta line-up are the ever-so-smooth Evo 4-Stroke models. Available in 250 and 300cc, these models feature Betas 4-valve motor designed exclusively for Trial use. Many are purchased for cow-trialing as well. The 2013 models feature a Single-Box aluminum frame in striking red color. Other features include a 5-speed transmission, ultra-quiet muffler, and an optional long-range fuel tank with a built-in seat. Prices for the 4-stroke Evo models was lowered in 2012 and they remain the same for 2013.



2013 Beta Evo 300 4-Stroke

Youth

Beta completes the 2013 line up with their youth models for youngsters wanting to play on the rocks and dirt. With offerings in both Trial and Off-road play bike, the Beta youth models will offer many years of enjoyment.

Starting with the youth Trials bikes, Beta offers an 80cc Evo model in both Junior and Senior sizes with the frame and engine being the same on both models. The bikes have different wheels, front fork, swing arm, and few other items to make their size fit the rider. The Jr. model is designed for ages 9-11 years young while the Sr. model will fit the 10-14 year old kids. Not only do the two bikes make the great Trials bikes, but also a great play bike for youngsters to learn the basic riding skills on without the noise of a regular dirt bike. Not yet released is the all-new Minitrial 50 which will be announced in the next few weeks.

For Off-road play, the R10 and R12 are designed as a genuine durable play bike for ages 4-11 depending on model. Both the R10 and R12 use the same 50cc Beta automatic 2-stroke. This air cooled engine is both durable and powerful. Just the right amount of power for the junior rider. The R10 uses 10" wheel front and rear along with disc brakes and a low 24" seat height, it is designed for riders ages 4-7. The R12 has larger wheels and a taller 29 1/2" seat height. A great fit for the younger rider who is taller than most yet looking for their first bike. Both bikes feature knobby tires along with the looks of the larger Beta models.



2013 Beta Evo 80 Jr.

2013 Beta Evo 80 Sr.

2013 Beta R10

2013 Beta R12

Returning for 2013 is the popular B.Y.O.B. (Build Your Own Beta) program. This allows customers to build the bike of their dreams from the American Beta website. Many options can be selected and there is even an instant quote function. Customers may leave a deposit on the bike which will be delivered to a Beta dealer of their choice in roughly 30 days after the order is placed. Customers can learn more at www.americanbeta.com

Prices and Information

Suggested Retail Prices are as follows:

RR Models:

250 RR 2-Stroke	\$7999.00
300 RR 2-Stroke	\$7999.00
350 RR	\$8999.00
400 RR	\$8999.00
450 RR	\$9199.00
498 RR	\$9399.00

RS Models:

400 RS	\$9199.00
450 RS	\$9299.00
520 RS	\$9399.00
400 RS-Supermoto	\$9899.00
450 RS-Supermoto	\$9999.00
520 RS-Supermoto	\$10099.00

Evo Trial:

Evo 125	\$7099.00
Evo 200	\$7199.00
Evo 250	\$7699.00
Evo 300	\$7899.00
Evo 300 SS	\$8199.00
Evo 250 4-Stroke	\$7999.00
Evo 300 4-Stroke	\$7999.00

Youth:

R10	\$2199.00
R12	\$2399.00
Evo 80 Jr.	\$3999.00
Evo 80 Sr.	\$4599.00

Prices and specifications are subject to change

American Beta is the sole US importer of high quality Beta motorcycles. Beta motorcycles are handcrafted in Florence, Italy offering a complete range of Off Road competition, Dual Sport as well as class-leading Mototrial motorcycles.

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