

## Rinkya Revs Up Italy: Nato Per Essere Selvaggio

Tempe, AZ and Tokyo, Japan- October 24,2008 "Keep your motor runnin," says Rinkya CEO Heather Russell. "One of the biggest, and probably least surprising, of the effects of the worldwide gas crunch on our business here at Rinkya , the largest Japanese internet buying service, is the increased interest in motor scooters and their parts. The space in our warehouse that was once dominated by more muscular parts and accessories for motorcycles has slowly been taken over by necessities to fix, upgrade and improve motor scooters.

Japan pretty much dominated the motor scooter market beginning in the seventies, taking over from the Italian Vespa, which became almost a cultural icon from the fifties through the sixties. A decline in scooter sales since the late eighties saw a lot of scooters put away in the back of the garage. Now, with gas prices in the stratosphere, a hundred miles to the gallon is sounding pretty good to a lot of people, but how are you going to get Dad's old scooter on the Autostrada again?

A lot of people are going to the Japanese internet, worldwide through Rinkya to answer that question. As the last world leader in motor scooter production and sales, Japan has a wealth of parts, both new and used to keep a scooter running, or resurrect one from the cobwebs at the back of the garage.

"People seem to be finding out that those hard to come by parts are available here in Japan," says Heather. "Along with new procedures in auto parts, and handling such things as old tires by saving our customers from shipping them, we have taken steps to make sure scooter parts arrive ready to do their job in getting people back out on the road on their scooters.

"Over the past year, car parts have gone from specialty parts for customization and drifting to more practical parts to keep cars up and running. We responded with innovations and the help of the Japanese post office to get those parts shipped cheaper and safer. Now, with scooter parts, those innovations make us the best source worldwide to get your motor runnin' on that old scooter, or customize the new one you just bought.

"Okay, you're not going to "head out on the Autostrada, lookin' for adventure." But a motor scooter can make getting to work feel like that. A couple parts from Rinkya and all the way to work you can pretend that you were "Born to be wild." The daydream is free, just a little added bonus from Rinkya ."

For Information in English visit : [www.rinkya.com](http://www.rinkya.com)

For Information in Italian visit: <http://it.rinkya.com/>

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