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SCOOTERGIRLS PRESENTS "GET YOUR GOGO ON" WITH THE DEBUT OF ITS FALL 2009 FASHIONABLE PROTECTIVE WEAR DESIGNED BY AND FOR WOMEN SCOOTER AND MOTORCYCLE RIDERS

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(LOS ANGELES, Oct. 5, 2009) -- [ScooterGirls, Inc.](http://www.scooter-girls.com), a Los Angeles-based apparel company is scooting into the DealerExpo and IMS shows with their innovative and exciting "GoGo Gear", the first fashion forward, highly styled, protective gear for female scooter and motorcycle riders. Designed to appeal to today's image conscious, contemporary scooter and motorcycle enthusiasts, GoGo Gear solves the age old problem of finding attractive and affordable protective wear.

According to ScooterGirls founder/CEO Arlene Battishill, "One of the main reasons women do not wear protective clothing when riding is they don't like the way traditional gear looks or fits. GoGo Gear addresses these issues by providing gear that looks and fits like fashionable overcoats of the type that can be worn for business, social and recreational activities.

ScooterGirls has created the first fashionable, fully armored, abrasion resistant and highly reflective coat for today's woman on the go, to be introduced in two lines. The initial preview will showcase GoGo Gear which emphasizes cutting-edge, feminine outerwear with robust interior engineering that includes abrasion resistant fabric, CE approved armor in the back, shoulder and elbow areas, and reflective details for being seen in low visibility conditions. ScooterGirls will follow the GoGo Gear launch with its "360 retroreflective" line designed to provide enhanced visibility in low-light and night-time riding conditions. The "360 line" is the quintessential commuter line: wear it during the day and then reverse it at night for maximum visibility. ScooterGirls is also extremely proud to be introducing what is believed to be the first ever 100% reflective, fully armored, abrasion resistant coat.

Whether worn for work or play, GoGo Gear presents the perfect combination of fashion, versatility and performance. With ScooterGirls, today's trendy 2-wheel woman can choose her look: sleek and sexy, fun and

flirtatious, powerful and mysterious, stylish and chic! Safety never looked so GoGo good! Come on ladies let's "Get Your GoGo On!

The collection will be on display at the DealerExpo from February 12-15, 2010 in Indianapolis, IN, and as part of the Cycle World International Motorcycle Show tour (Los Angeles (Dec. 4-6, 2009), New York (Jan. 22-24, 2010) and Chicago (Feb. 19-21, 2010). Select items will be available beginning late 2009, with more new and exciting offerings for the Spring/Summer 2010 season. ScooterGirls' GoGo Gear will be sold exclusively through local scooter and motorcycle retailers nationwide.

About ScooterGirls

ScooterGirls, Inc., founded in 2008, is the brainchild of Arlene Battishill, the President/CEO of the company. ScooterGirls was developed as a direct response to the 2008 local and national economic conditions which saw a move from automobiles to more conservation-conscious transportation modes, including scooters and motorcycles. Arlene purchased her first scooter and quickly discovered that she could not be a fashionista scooterista with the current U.S. market offerings. She would have to custom-make her protective gear or move to Italy! While the idea of moving was definitely attractive it was not a viable option. Utilizing her educational background and (untold) years of corporate experience, Arlene conducted research and began the extensive (and exhaustive) process of engineering a coat that would be aesthetically pleasing and that would provide the protection she (and others) needed to feel safe on the road. After many months of research and countless R&D efforts, ScooterGirls is ready to launch its ground-breaking line of modish safety gear designed by and specifically for women. Safety never looked GoGo good!

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