



"World's Best" Show to Feature Redcat Motors

Redcat is one of the fastest growing importers of Chinese-manufactured off-road vehicles in the U.S.

Deerfield Beach, FL ([PRWEB](#)) April 7, 2005 -- New Line Media Solutions is pleased to announce the selection of Redcat Motors for its highly acclaimed television series, World's Best. The company will be featured in a segment on "Innovations in Motorsports Technology" for the American Motorsports Series.

Redcat is one of the fastest growing importers of Chinese-manufactured off-road vehicles in the U.S. Business in 2005 is expected to be in the \$35-50 million range. By year-end, Redcat will have six additional warehouses across the United States to further reduce or possibly eliminate shipping costs to dealers. Darin Oremán is founder and CEO, based in Jefferson, LA.

A few years ago, Darin, after selling his highly successful computer business to a Fortune 500 computer services company, began looking for an industry where he could take advantage of his computer distribution experience. The philosophy remains simple but profound: Offer a value-packed product at a fair price, while staying honest with the dealer-base. He found that Vespa-style copies of scooters, motorcycles and ATVs manufactured in China were the most popular selling items on Ebay priced with a targeted average price of over \$500 a few years ago. Oremán was able to find a Chinese manufacturer for the scooters and a manufacturer for the ATVs he wanted. While he never spoke with the manufacturers on the phone and only did business through email, the first two containers of product were ordered.

From that humble beginning, the business took off. Soon he began to offer quantity, mass orders in dealer packs of 20 at a time. It was so successful that by January of 2004, Redcat no longer sold its products through Ebay listings. All sales were to dealers only.

"Compared to the computer business, even in its heyday, most people were in it to make a buck. In the off-roading industry, the people are in it because they love it. Their passion comes off in how they do business. When you're making money and loving what you do, there's nothing better. I am having a blast working with my dealers each and every day!" said Oremán.

For more Information, visit www.redcatmotors.com.

Platinum Television Group is an industry leader in consumer lifestyle educational shows.

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