



## **Revolutionary Portable Personal Transportation Vehicle Introduced in World's Golf Car Capital**

*New Cricket ESV Golf Car Conversion is Small in Size, Big on Convenience and Instant Appeal to Owners of Motorhomes, RVs, Travel Trailers, Fifth Wheels, Horse Enthusiasts, Seniors; Folds Down For Interior Storage; Easy to Load and Unload; Great for Economical "Destination Mobility"*

Augusta, GA ([PRWEB](#)) May 2, 2005 -- The product development team at Rick's Specialty Vehicles recently introduced a truly exciting new advance in electric sport vehicles - the all-new 2005 Cricket ESV, the world's first ultra-portable electric sport vehicle. According to company president Rick Huff, "We believe that the Cricket ESV is perfectly designed to answer the ever-growing need for what we call 'destination mobility.' Basically, it's great for people who need convenient, dependable, economical transportation when they're at a temporary destination." Mr. Huff adds, "So we've made the Cricket ESV super-easy to carry along with them wherever they need to go on vacations, weekend camping trips, horse shows, trade shows, all special events, et cetera."

The Cricket ESV's most powerful appeal is its amazing ease of portability. The nimble Cricket weighs only 170 pounds, is just 32 inches wide, and easily folds down to only 28 inches high. That means, for example, that the Cricket fits into a small 7-foot-wide horse trailer with room to spare. Cricket is also a snap to stow underneath motor homes, or on the back of fifth wheels, smaller campers, practically any trailer, and in any pick-up bed.

### **The Cricket is a Horse Lover's Dream**

"One of the challenges many horse enthusiasts face is getting around quickly and easily at large show venues," reports company vice president Carol Rushton. "The Cricket, which can be carried along in any horse trailer for the trip so effortlessly, can seat two people comfortably and the package tray in the rear can carry plenty of tack and other necessary materials."

### **RVers Will Love The Cricket**

The continuing growth of the recreational vehicle industry means that the Cricket ESV will soon develop a host of raving fans who own big motor homes, smaller campers, travel trailers, fifth wheels - in fact, almost any type of recreational vehicle. "Millions of RVers will soon discover that the Cricket ESV's ultra-portability and ease of operation combine to deliver user-friendly, economical mobility at practically any venue," says Rick Huff.

### **A Must for Marinas and Owners of Larger Boats**

Owners of larger boats will find that the Cricket ESV, which can be stowed easily, can make personal transportation a breeze when they dock at various destinations. In addition, customer-friendly marina owners can offer a fleet of Cricket ESV rental units for economical land-based transportation.

### **Sensational for Seniors**

"Some of our market research indicates that the Cricket will be a wonderful vehicle for seniors, especially those in larger retirement communities," explains Mrs. Rushton. "With its all-electric power, comfort, ease of operation, and super-low price, the Cricket can provide an affordable alternative to seniors when it comes to personal mobility."



### The Price is Right

“I am convinced that the Cricket will revolutionize portable personal transportation,” reports company founder Rick Huff. “We don’t think you’ll find a more adaptable, easier-to-carry along, electric sport vehicle that can even come close to the Cricket's features and benefits.”

And when it comes to economy, the Cricket is a world-class winner. ([www.ricksesv.com](http://www.ricksesv.com))

Of course, the all-electric Cricket ESV isn't fazed by out-of-control gasoline prices. And at the super-low introductory price of only \$1,997 the Cricket is also a world-class transportation value.

The all-new 2005 Cricket ESV comes in several beautiful colors, and offers many options and accessories. For more information, call Carol or Rick at 1-866-798-2227, or e-mail Carol at [info@ricksesv.com](mailto:info@ricksesv.com).

###

**Contact Information****Bert Dean**

Rick's Specialty Vehicles, Inc.

<http://www.ricksesv.com>

706-737-8793

**Online Web 2.0 Version**You can read the online version of this press release [here](#).