



Hyosung Motors America and Sheffield Financial Announce Expanded Retail Financing Program

More riders can experience the thrill of riding a new Hyosung in 2012 through expanded financing options.

Atlanta, Georgia ([PRWEB](#)) January 02, 2012 -- Hyosung Motors America, part of S&T Motors Co. Ltd. (Korea) and Sheffield Financial, a division of BB&T Financial, FSB, a subsidiary of BB&T Corporation, have announced expanded financing options on purchases of new Hyosung Motorcycles, ATVs & Scooters. These offers are for a limited time, effective January 1, 2012 through March 31, 2012.

Hyosung Motors America is proud to join Sheffield Financial in offering expanded financing options to give more riders the opportunity to own a Hyosung. "Our dealers and their customers appreciate power and speed, and that's what they get from Sheffield Financial," said Tony (Tae In) Kim, President of Hyosung Motors America. "Our customers need affordable, fixed monthly payments to purchase a motorcycle, ATV or scooter and Sheffield is a name they can trust. They provide great sales support, fast credit decisions and strong approval rates. It's a partnership that works for us."

Hyosung motorcycles, ATVs and Scooter are sold at dealer locations nationwide. Hyosung Motors America offers motorcycle enthusiasts innovative technology, superior quality and stylish motorcycles, ATVs and scooters.

"Excitement is a big part of the motorcycle, ATV and scooter business. Consumers who purchase bikes and ATVs want to be riding, not waiting for credit decisions," said Mr. Kim, "Sheffield Financial's credit application process is easy and decisions are made quickly. That's important because we want to make it easy for consumers to experience the thrill of riding their new Hyosung."

The agreement allows Sheffield to increase its national market share in the power sports industry by providing installment lending services to Hyosung's dealers.

The 2012 New Year Retail Financing Program includes, for a limited time, 3 financing options for a new Hyosung purchase. For more information on the expanded Retail Financing options, please contact Hyosung Motors America at 1-866-440-5571, or contact any authorized Hyosung dealer. Hyosung dealer contact information is available at www.hyosungmotorsusa.com.

About Hyosung Motors America

Hyosung Motors America is part of the S&T Motors Co., Ltd. S & T Motors is a South Korean - based leading manufacturer of motorcycles. S & T Motors was founded in 1978 as a division of Hyosung Group of Industries. Hyosung began producing Japanese motorcycle designs under an agreement for the South Korean Market. In 1986, they established their own research and development center and began mass production of their own designs. In 2003, Hyosung Motors & Machinery was spun off from the Hyosung Group to become its own corporate entity. In June 2007, Hyosung Motors Division was acquired by the Korean company S & T Group (Science & Technology) and the name was changed to S & T Motors. With a distributor network of more than 60 markets worldwide and the establishment of Hyosung Motors America, S&T Motors is advancing its position in the global market. S&T Motors combines modern technology and advanced designs to manufacture quality, fun-to-ride motorcycles and scooters at a great value.



About Sheffield Financial, Inc.

Clemmons, N.C.-based Sheffield Financial is a division of BB&T Financial, FSB, which is a subsidiary of BB&T Corporation. Sheffield, which has financed more than \$4 billion in loans since its founding in 1992, currently services more than 30,000 outdoor power equipment, power sports and trailer dealers nationwide. The company provides retail financing options in all 50 states for outdoor power equipment, trailers and power sports equipment such as snowmobiles, all-terrain vehicles, utility vehicles and motorcycles.

For more information about Hyosung Motors America visit online at www.hyosungmotorsusa.com. For more information about Sheffield Financial, visit www.sheffieldfinancial.com.

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Contact Information

Doug Whelan

Hyosung Motors America, Inc.

<http://www.hyosungmotorsusa.com>

770-447-5571 300

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