



FOR IMMEDIATE RELEASE

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ROVI introduced as Shoprider's new complex rehab technology division.

Carson, CA, August 27, 2013 —[Shoprider](#) Mobility Products has announced their new complex rehab technology division will be named ROVI Mobility Products. Through this new initiative, ROVI is completely dedicated to developing innovative power mobility products for adults and children requiring advanced product and accessory solutions. ROVI is projecting product entry into the US market in 2014.

ROVI is led by Cody Verrett, an industry veteran with experience in both the manufacturing and the provision sides of the business. "ROVI is all about a fresh move forward and we are committed to manufacturing high-quality and thoughtful designs." said Verrett, "We understand what is available in the market today and we are striving to offer clients, clinicians, and ATPs a brilliant alternative."

"We are excited to enter the complex rehab business segment and we are committed to utilizing our 25-years of experience in manufacturing high-quality, power mobility products to aid this division in every way possible." said David Lin, President of Shoprider. "We believe in creating winning solutions for clients and we are confident that with Cody's leadership and experience, ROVI will deliver products that also meet the discerning requirements of clinicians and ATPs across the country."

About Shoprider

Shoprider is one of North America's leading manufacturers of standard power wheelchairs, scooters, and electric recreational products. Established in 1988, Shoprider manufactures products to the stringent ISO9001 quality standards. Shoprider takes great pride in providing first class customer service and professional technical advice from our support teams.

For more information visit www.shoprider.com