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formotion product company news release

Formotion Products Introduces The 360 Moto Compass™—A High-Endurance Compass you can calibrate for maximum accuracy

*Formotion Products are recognized and sold worldwide
with over 80,000 sold to date.*

Mill Valley - California, October 2003: Formotion Products, Inc. <http://www.formotionproducts.com>

the leading provider of motorcycle clocks and thermometers, has announced the release of the 360 Moto Compass™. The 360 Moto Compass is the first motorcycle compass that can be calibrated on the bike to ensure accuracy. Available with a black or white face, the 360 Moto Compass is encased in a solid brass casing with a show-chrome finish.

Specifically designed for motorcycling and rigors of the road, the 360 Compass is part of Formotion Product's top of the line Signature Series. Like all Formotion Products gauges, the 360 Moto Compass is waterproof and shock resistant. Each 360 Moto Compass is factory set to ensure accuracy out of the box. Manual calibration comes in handy when magnetic interference is created from other components on the bike such as a radio or other electronic gear. Calibrating the compass on the bike overcomes the local interference to give the rider accurate directional information.

The 360 Moto Compass looks great on the bike and is designed to provide years of service. Each compass comes complete with anti-magnetic mounting hardware that bolts onto any 1/4" bolt on the bike. The cleanly designed compass is easy to read, and enables bikes to quickly check their direction.

For Immediate Release

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Formotion Products was founded in 2000 in the beautiful Marin County town of Mill Valley California. Formotion is the leading provider of aftermarket clocks, thermometers, compasses, and other accessories for touring, cruising, sport and dirt bikes. In 2003 the company became an OEM supplier to Harley-Davidson, providing its clocks as part of Harley's "Genuine Harley-Davidson® Motor Accessories™". Formotion sells its products through more than 600 dealers and distributors in the United States and internationally.

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