



For Details, Contact:

Peter Harvey
Phone (415) 380-9574
pharvey@formotionproducts.com

Formotion Products
1050-A Redwood Highway
Mill Valley, CA 94941
Phone 415-380-9574
Fax 415-380-9624

Celsius Spoken Here!

Formotion Introduces a Celsius Version of its Onboard Thermometers

Mill Valley – California, April 2004: Formotion Products, Inc. <http://www.formotionproducts.com> the leading manufacturer of clocks and thermometers for the powersports industry, has announced the release of a Celsius version of its popular line of onboard thermometers designed specifically for motorcycles. Options range from Formotion’s top of the line Signature Series with 316L stainless steel cases, K1 crystal, and a 5 ATM waterproof case, to alloy models that are 3ATM waterproof with brushed silver or black casings. Color options for the face of the gauge include white, black and patented glow-in-the-dark pigment. All Formotion thermometers use an exclusive, liquid-filled technology that makes the gauges impervious to vibrations and increases the accuracy of the device.

“Our growing popularity in the Canadian market, along with our expansion in Europe, has more than justified our creation of this Celsius line” notes Formotion’s CEO, Richard Bond. Formotion was the first and only company offering both waterproof clocks and thermometers for motorcycles. Introduced in the summer of 2000, The Scooter Clock™ and The Scooter Thermometer™ have become the gauges of choice for riders around the world. Today, Formotion has become the quality leader in all high-endurance powersport vehicles with more than 80,000 units in use on such vehicles as boats, snowmobiles, golf carts, autos, trucks, planes and motorcycles. In addition to selling its own line, Formotion Products also provides motorcycle clocks to the Harley Davidson Motorcycle Company on an OEM basis.

For Immediate Release



more

For more information about the Celsius thermometers or the Formotion Products line, see our website at www.formotionproducts.com, or contact us at (415) 380-9574.



The Celsius Thermometer pictured above is Formotion's Signature Series gauge with a 316L Stainless Steel case, K1 crystal, and is oil-filled to dampen the effects of vibration and to increase the gauge's accuracy.