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# Can You Say Electro Luminescent?

## Formotion Products Introduces First Clocks With Backlit Technology

**Mill Valley – California, June 2004:** Formotion Products, Inc. <http://www.formotionproducts.com>, the leading provider of clocks and thermometers for the powersports industry, has announced the release of the EL207 Night Advantage, a powersport clock with a backlit dial. The EL207 Night Advantage illuminates with a soft, glowing light at the push of a button—no outside wiring is necessary. The EL technology has an extremely low power draw, so it is perfectly suited to illuminating a watch using its replaceable button cell battery.

Sporting a Stainless Steel case polished to a show chrome finish, the EL207 Night Advantage is waterproof to 3 ATM. The EL207 Night Advantage is built specifically for powersports, and is specifically designed to withstand years of rugged use. In addition to the backlighting, the watch also comes equipped with glow in the dark hands using the LumiNova luminous pigment. Each clock has all the hardware necessary to mount the device on any ¼” bolt on the bike, or riders can use Formotion’s optional chrome handlebar mount for even more mounting options.

Introduced in the summer of 2000, The Formotion Clock™ and The Formotion 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 more information, see our website at [www.formotionproducts.com](http://www.formotionproducts.com) or contact Formotion Products at (415) 380-9574.

**For Immediate Release**



*more*



The EL2078 Night Advantage by day



No problem at night!