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# Speed Thrills

## **Formotion Products teams with NASCAR driver Steve Park and Whelen Motorsports**

**Sausalito – California April 2006:** Building upon its motorsports tradition, Formotion Products has announced its affiliation with NASCAR driver Steve Park, Marsh Racing, and the NASCAR Busch Series race car primary sponsor, Whelen Motorsports. Known for its line of onboard motorcycle gauges, Formotion’s Holloman 846TS and N-Wave chronographs merge cutting edge style with a fine appreciation of motorsports and racecar engineering. The chronographs are designed to appeal to all types of motorsports enthusiasts—Formotion’s Holloman, for example, weighs in with 7.2 ounces of 316L stainless steel, uses socket head screws for the watchcase and band, and even sports its own toolkit (allen keys).

The partnership began when Steve Park contacted Formotion expressing personal interest in Formotion’s line of watches. Thrilled to have a NASCAR driver of Steve Park’s caliber interested in their watches, Formotion quickly worked with Steve and Whelen Motorsports to forge a broader association. Complete details of the agreement have not been disclosed, however Formotion has announced that it will have the opportunity to display the company’s logo on the C-post of Steve’s No. 31 Whelen Chevrolet Monte Carlo for 8-10 races during the 2006 Busch Series season and that Steve and many of the Whelen team will be seen wearing the Holloman or N-Wave watches.

Phil Kurze, Director of Motorsports, Whelen Engineering Inc., comments: “Whether in the garage and on the track, Marsh Racing depends on Formotion timepieces to provide accurate and reliable time when they need it. Constructed to withstand the demanding environment of race track, crew members have come to rely on Formotion.”

**For Immediate Release**

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“Steve Park and the guys at Whelen Motorsports are exactly the people we were hoping to appeal to with these watches,” commented Richard Bond, CEO of Formotion Products, “and we’re thrilled about the feedback we’ve received from them. It is particularly important to me that this association only came about because Steve liked our watches in the first place.”

Formotion has been making fine timepieces for the motorcycle and motorsports enthusiast for the last 6 years. As the first company to manufacture analog timepieces for motorcycles, Formotion designed its onboard clocks to withstand intense vibration, constant exposure wind, sun and rain, and extreme temperature changes. Today Formotion manufactures onboard clocks for The Harley Davidson Motor, Company and Victory Motorcycles, and has launched its own line of watches that are inspired by the art of the motorcycle, and infused by the requirements of performance and durability required for powersports enthusiasts. For more information about the Formotion Products line, see the website at [www.formotionracing.com](http://www.formotionracing.com) , or contact Formotion Products at (415) 331-0400.

The logo for Formotion, featuring the word "Formotion" in a bold, black, serif font. A red horizontal line with a small arrowhead pointing to the right is positioned above the letter "o".

The logo for Mosh Racing, featuring the word "Mosh" in a stylized, blue, italicized font with a white outline, followed by the word "Racing" in a smaller, black, cursive font.

The logo for Whelen Motorsports, featuring the word "WHELEN" in a bold, red, sans-serif font above the word "MOTORSPORTS" in a smaller, black, sans-serif font. The text is enclosed within a white oval border with a checkered pattern at the bottom.