



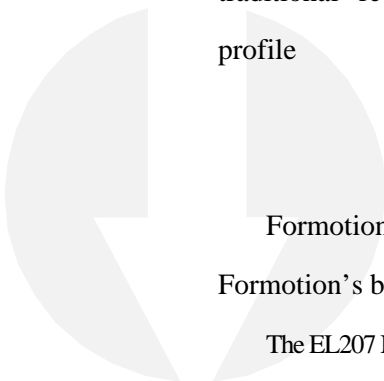
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A Bright Idea

Formotion Builds On Its Line Of Backlit Clocks

Sausalito – California October 2005: Aside from some of the riders we know, what can be old and bold at the same time? Formotion has released a new generation of its backlit clocks that have a bold look and electro luminescent technology, while at the same time embracing a traditional “retro” look on the clock face. The two new EL clocks sport a “rounded square” profile



Formotion Products has announced two new onboard motorcycle clocks that feature Formotion’s backlit technology and a . The two clocks have a decidedly new shape, and a

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 1/4” bolt on the bike, or riders can use Formotion’s optional chrome handlebar mount for even more mounting options.

For Immediate Release



Formotion is the leading provider of analog time and temp gauges for high-endurance powersports vehicles with more than 100,000 gauges on the road today. In addition to selling its own line, Formotion Products also provides motorcycle clocks and thermometers to the Harley Davidson Motorcycle Company and Victory Motorcycles on an OEM basis. For more information about the Formotion Products line, see the website at www.formotionproducts.com, or contact Formotion Products at (415) 331-0440.