



NEWS RELEASE

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SOUTHERN OREGON MANUFACTURER BRINGS ELECTRIC MOTORCYCLE TO THE MASS MARKET *Brammo gears up to ship Enertia, the plug-in electric motorcycle*

ASHLAND, Ore. (June 3, 2009) _ Electric and hybrid cars, trucks and sport utility vehicles have received much attention in the past several years. But now Brammo, an Ashland, Oregon-based manufacturer, has garnered worldwide attention with the announcement that its first mass market electric motorcycle will begin shipping this month. The company's first product, named Enertia, is an environmentally friendly motorcycle that will be sold in select West Coast Best Buy stores as part of a test with Best Buy. Brammo intends to be a leader in the fast emerging electric vehicle market,

"The personal transportation market has not yet been fully introduced to electric motorcycles of this caliber and we are excited that they are being manufactured right here in southern Oregon," said Ron Fox, executive director of Southern Oregon Regional Economic Development, Inc (SORED) www.soredi.org). "Brammo is the type of innovative and sustainable manufacturer that is continually attracted to the region for both the quality of life and business-friendly attitude."

Brammo has already experienced strong demand for the Enertia and is expanding its facilities and adding staff in Ashland to keep pace with the growth. Brammo is expected to add 60 additional employees by the end of 2009. Currently, Brammo employs about 40 people at its headquarters in Ashland, but projects that within a few years the company could grow to several hundred.

According to Craig Bramscher, founder and CEO of Brammo, the company chose Oregon based on a variety of criteria, which included: local lifestyle and culture, business climate, public safety, and Oregon's overall economic commitment to



sustainable industries. Brammo has received training support through the Oregon Manufacturing Extension Partnership (OMEP www.omep.org), along with a partial grant and loan package for its much-needed infrastructure expansion.

“Out of all the places we looked to locate Brammo, southern Oregon was the clear winner,” said Bramscher. “We are now in the process of expanding and ramping up production so that we can meet the demand we are seeing for our product.”

The Enertia has a top speed of 55 mph, a range of 45 miles, a charge time of 3.5 hours and weighs just 285 lbs. The retail price is \$11,995 and Enertia qualifies for a 10 percent federal tax credit for plug-in vehicles, which brings the price to \$10,795. With no gears, clutch or shifting, the Enertia is amazingly easy to ride and simple to own and requires almost no maintenance.

In addition to the Enertia, the company will unveil a second model in the fall of 2009 and a third model in early 2010. Ultimately, Brammo is focused on bringing products to market that are both environmentally conscious and great fun to ride. “One of our potential customers related the Enertia to chocolate broccoli,” said Bramscher. “You get all the pleasure, but also know you are doing something good for the health of the planet.”

Brammo’s Enertia will begin shipping in June 2009, to select Best Buy stores in Portland, Ore.

About Ashland, Oregon

The city of Ashland is located adjacent to the West Coast’s main automotive transportation route, Interstate 5, has a full-service municipal airport just three miles from the downtown core and is only 20 miles north of California. Over the last 37 years, the population of Ashland has grown by 75 percent, which helps fuel a variety of booming industries such as manufacturing, recreation and tourism, food and beverage production, along with creative and performing arts. Southern Oregon is home to many prestigious companies such as Harry & David, Dagoba Chocolate Company, Amy’s Kitchen, Boise Building Solutions and Erickson Air-Crane.

About Brammo

Brammo (www.brammo.com) is a premier specialty vehicle manufacturer developing sustainable performance products for the next generation of transportation. Through integration of digital engineering and high-impact design, Brammo transforms ideas into compelling products. Located in Ashland, Oregon, the company was founded in 2002 and is privately held.

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