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FOR IMMEDIATE RELEASE: Mission Motors and Pro Italia Present the Mission R

Glendale, CA – January 26, 2011 – Pro Italia Motorcycles, a leading destination dealer of Italian motorcycles, and Mission Motors, a leading-edge developer of electric powertrain technology and sport motorcycles, announced they will be holding a joint event showcasing the Mission R Superbike on February 12 and 13, 2011.



On February 12, 2011 Mission Motors and Pro Italia will be showcasing the Mission R motorcycle at Pro Italia, located in Glendale CA. This is only the second time the bike has been shown to the public following its international debut at the 2011 Long Beach International Motorcycle Show.

The Mission R features the latest components from MissionEVT, the EV powertrain technology arm of Mission Motors. The Mission R packs 14 kWh and 141 horsepower in a package smaller than a modern 600cc sportbike. The liquid-cooled 3-phase AC Induction motor creates 115 ft-lbs of torque at the crank from 0 to 6400 RPM, propelling the Mission R to a top speed of over 160mph in a single gear. The MissionEVT 100kW motor controller, with customizable regenerative braking maps and throttle maps, allows the rider to tune the bike to his or her preferences.

“Racing is in our DNA,” Mission Motors’ Founder Edward West said. “Mission Motors participated in the historic first Isle of Man TTXGP in 2009. Later that year, we went to the Bonneville Salt Flats and set an AMA Speed Record for electric motorcycles in 2009. The crucible of the racing circuit is one of the key ways we advance our technology. Pushing the envelope for what is possible with electric drive shapes not only the future of motorsports, but the future of transportation.”

“We’ve been in the sportbike business for 23 years” said Pro Italia’s Dealer Principal, Bill Nation, “and I think that the Mission R may well represent the next leap in sportbike technology. It is certainly a stunning looking

bike using the very best components and having leading-edge technology. We're very excited to have this opportunity to introduce this sportbike to our customers who recognize fine machinery. I suspect that they will be very encouraged by what this technology brings to the table."

The Mission R will be at Pro Italia on Saturday, February 12, for a showing and seminars (noon and 2PM) and then will be brought to the famed Rock Store on Mulholland Highway at 8AM Sunday, February 13, for a showing.

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About Pro Italia: Pro Italia specializes in the Italian Motorcycling experience, carrying Aprilia, Ducati, Moto Guzzi and MV Agusta motorcycles, providing renowned service and offering a broad array of apparel, parts and accessories. Pro Italia is located at the base of Angeles Crest Highway in Glendale California (Los Angeles) and is a prime destination for sport bike enthusiasts in Southern California.

www.proitalia.com

www.ducatiperformance.com

About Mission Motors: Mission Motors is an electric vehicle company creating the most advanced production electric motorcycle in the world while developing leading EV powertrain technology through its MissionEVT division. Headquartered in San Francisco, California, the company's elite team of engineers draws from expertise in the powersports, automotive, robotics, battery and software industries to develop technologies that maximize the potential of the electric drivetrain. The concept is simple: Redefine the world of electric vehicle performance.

Images and more information about the exciting Mission R can be found at www.ridemission.com

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