



ARCIMOTO UNVEILS THE ARCIMOTO PULSE ELECTRIC VEHICLE
Oregon company debuts ultra-efficient vehicle for commuter and fleet
applications for under \$20K

PORTLAND, Oregon -- September 23, 2009 -- Oregon-based electric vehicle startup Arcimoto will today show publicly for the first time the Pulse, a 100% electric vehicle at a Pioneer Courthouse Square launch event.

"The three-wheeled Arcimoto Pulse represents a leap forward in sustainable transportation" said company CEO Erik Stafl. "In addition to being powered by a zero-emission electric drive system, the Pulse's design footprint is a huge efficiency win over a traditional automotive form." The Arcimoto Pulse has two wheels in front and a single rear drive wheel to cut down on weight and drag while providing a stable, familiar driving experience. The Pulse's narrow form factor provides additional aerodynamic efficiency, an easy-to-park footprint and a unique, driver-focused feel. The greatest difference drivers will experience is the instant torque and acceleration of the electric drive system. Stafl says the price point is expected to be "below \$20,000".

The Arcimoto Pulse's electric motor uses energy up to 400% more efficiently than gas-powered engines. The company has also taken steps to decrease the environmental impact of the construction of the vehicle - from the use of recyclable paint-free lightweight plastic composites for the vehicle shell and some interior walls to the inclusion of floor mats made from recycled plastic bottles. Joe Morgan, the company's production manager, says that "the goal is to provide the customer with a quality, affordable product that represents the latest in low impact manufacturing."

The launch event will take place in Pioneer Courthouse Square from 11:00 a.m. to 3:00 p.m. Speakers will include Oregon House Majority Leader Mary Nolan, Portland Mayor Sam Adams, Plug In America Vice President Paul Scott, and former Federal Justice Department environmental lawyer and long time Oregon political activist Steve Novick. At 12:00 p.m. customers will have the first chance to place orders, securing their place in line with a \$500 down payment.

About Arcimoto

Arcimoto was founded in 2007 with the mission of bringing the electric vehicle to everyone. In our two year history we have been inspired by the increasing need for a low cost, environmentally friendly vehicle that doesn't sacrifice safety, style or comfort.

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