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FOR IMMEDIATE RELEASE

**EMS teams with MATRA for the rebirth of a legend:
The Limited Edition TidalForce™ M-750 x2.0 electric bike**

Electric Motion Systems, LLC (EMS), designer of the E+ Electric Bike, has teamed with MATRA Manufacturing & Services, the French Light Electric Vehicle (LEV) company, to update a legend – the TidalForce™ M-750 electric bike. In a Limited Edition of just 240 units, each with the E+ 1000 watt advanced electric propulsion system and upgraded components throughout, EMS and MATRA have created the most powerful, rugged, and best all-around electric bike yet: the TidalForce™ M-750 x2.0.



The TidalForce™ M-750 electric bike was originally developed for military and law enforcement applications and used the DARPA approved Montague Paratrooper® folding frame. The Limited Edition x2.0 is built on the last batch of 240 of these original, new M-750 frames. These are being made available to US customers by MATRA in collaboration with EMS. Each has been upgraded with Electric Motion Systems' E+ 1000 watt propulsion system, the US industry's most advanced and powerful. Off road top speed reaches 30+ mph and range on a single charge is 25 - 28 miles, using the electric power only. All E+ advanced propulsion system features are available on the x2.0 – 9 forward power modes, 9 resistance (exercise) modes, cruise control, anti-theft, etc. Each of these features along with a speedometer, odometer, and battery state of charge are easily accessible through the EMS advanced LCD display mounted on the bike's handlebar. Front hub mounting of the battery and rear hub mounting of the motor maintain the look and feel of a bicycle, and provide a very low center of gravity for high stability. Every bicycle component of the original M-750 has been examined. Improvements include RockShox Tora 302 Forks, Shimano XTR brakes, FSA Gossamer 30/38/52 tooth crank set,



Crane Creek Thudbuster ST seat suspension, WTB Speed-V Seat, in addition to many other component upgrades and components.

The result is a truly amazing looking electric vehicle with exceptional performance and quality. Powerful, rugged, safe – an amazing electric bike and an amazing e-biking experience.

“Since the founding of EMS in 2005, EMS and MATRA have collaborated on numerous projects,” said Sunil Gupta, EMS Product Development Manager. “The most recent was to develop this Limited Edition of the legendary TidalForce M-750, based on 240 of the original M-750 frames. It was wonderful working with our friends from MATRA on this project – the second generation of a legend. We are very proud of the result and honored to offer this Limited Edition in the US under the TidalForce brand.”

“MATRA is very proud of the TidalForce brand,” said Jacques Bonneville, MATRA Executive Vice President, Worldwide Marketing. “The M-750 is a central part of that heritage. We believe it is fitting that these 240 original units find their home in the USA. Our friends at EMS have done a wonderful job in bringing them to life. We are very happy to see TidalForce back in the US with such a fine product offering. We look forward to further new and exciting TidalForce offerings in the US with our friends at EMS.”

The new TidalForce™ M-750 x2.0 is limited to 240 units. Each unit is numbered and will include the owner’s name engraved for a truly one-of-a-kind personalized x2.0.

EMS expects the x2.0 to be well-received by both TidalForce and e-bike enthusiasts, and anticipates this limited edition will be sold out quickly. For more information visit EMS’ website at www.epluselectricbike.com or call 877-824-5339.

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Electric Motion Systems, LLC is a company incorporated in Delaware with US offices in Dulles, Virginia. EMS is a designer of advanced electric propulsion systems and Light Electric Vehicles, and offers products in the US under the E+ brand. For more information, visit www.epluselectricbike.com or call 877-824-5339.

MATRA Manufacturing & Services, SAS is a company incorporated in Paris, France and offering a range of Light Electric Vehicle products under the TidalForce, MATRASports, and GEM brands. MATRA is a leader in LEV markets in France and is rapidly expanding in other EU countries. For further information, visit www.MATRA.com

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