

September 28, 2011

Memorandum: RedShift specifications and pricing

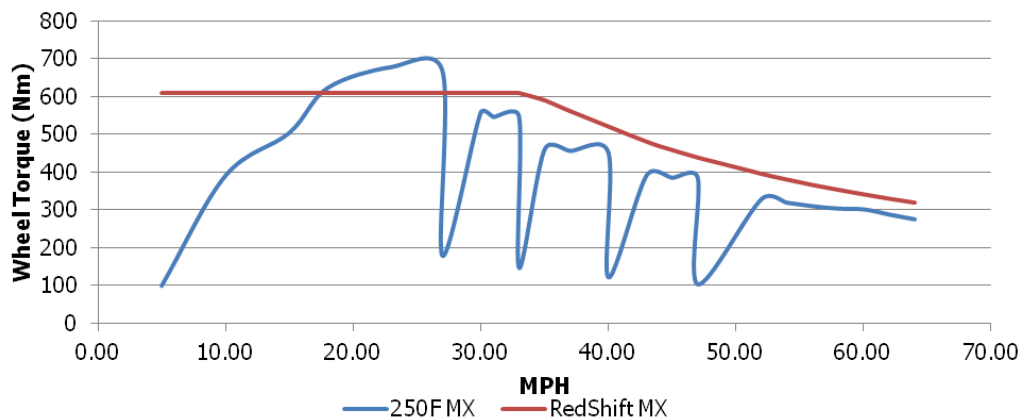
BRD Motorcycles, of San Francisco, CA (www.faster-faster.com), is pleased to announce official pricing and preliminary specifications for the RedShift line of electric motorcycles. Announced in early August, the RedShift is intended to be the highest performance street-legal motocrosser and supermoto on the market, gas or electric.

We are providing the following preliminary specifications:

Preliminary Specifications			
	RedShift MX	RedShift SM	Notes
Power (hp)	25/40	25/40	Continuous / Peak (5s)
Battery capacity (kWh)	5.2	5.2	
Est. range	2hrs	50mi	
Top speed	80mph	85mph	Redline limited based on standard gearing
Street weight (lbs)	260	265	With lighting and switchgear
Race weight (lbs)	250	255	With race plastics kit and lighting removed
Front suspension	12" fully adjustable	12" fully adjustable	
Rear suspension	12" fully adjustable	12" fully adjustable	
Front wheel	21" spoked	17" spoked	
Rear wheel	19" spoked	17" spoked	
Front brake	2 piston sliding	4 piston opposed	
Rear brake	1 piston sliding	1 piston sliding	
Wheelbase	57.3	56.6	
Seat height (in)	37	35.5	

While our target for spec-sheet racing has been high-end 250cc four stroke race bikes, we believe the torque delivery characteristics of our drivetrain will make these bikes considerably faster and easier to ride for most riders. Looking at the rear wheel torque, which is the force that accelerates you and your bike, it becomes clear that riders will spend less time hunting for torque and traction, less time shifting gears, and more time accelerating on a RedShift:

RedShift MX vs 250F MX
Rear Wheel Torque Comparison



Notes: Chart shown with typical race gearing. 250F has torque advantage in 1st gear, when traction limited.

The RedShift MX will have a base price of \$14,995 and the SM will have a base price of \$15,495.

We think it is important to have a price that ends in "95." Also, we know our pricing puts these bikes at a premium, which is why we are committed to making them the fastest, best looking, best finished and most fun motorcycles you can put a license plate on. Finally, for customers that consider total cost of ownership, you'll find that BRDs come out more economical, not to mention with lower downtime.

Because of the low maintenance of these vehicles, the total cost of ownership over a typical vehicle life is lower for a BRD electric over a four stroke gas race bike:

Total Vehicle Cost Comparison - Motocross, 200 Hours			
	250F MX	Redshift MX	Notes
1 Vehicle Purchase Price	\$7,195	\$14,995	Retail pricing
2 Maintenance interval (hrs)	60	200	250F - motor rebuild RedShift - oil change in reduction gear
3 Maintenance cost	\$2,200	\$300	At shop rates of \$100/hr plus parts
4 Fuel cost / hr	\$4.50	\$0.50	250F - 1 gallon RedShift - 2kWh
5 Oil change / hr	\$4.00	\$0.10	Completed by owner
6 Maintenance cost / hr	\$36.67	\$1.50	
7 Cost of ownership / hr	\$45.17	\$2.10	Total fuel, oil, and maintenance
8 Ownership cycle (hrs)	200	200	
9 Marginal cost of ownership	\$9,033	\$420	Line 7 x line 8
10 Battery depreciation	\$0	\$2,800	\$7,000 replacement, 500 hour life
11 Residual vehicle value	\$3,598	\$4,698	50% retail minus battery depreciation
12 Total cost of ownership	\$12,631	\$10,718	

Even being extremely conservative about resale value and subtracting a high degree of battery depreciation from an already heavily discounted RedShift, the RedShift comes out approximately \$2000 more economical over a 200hr period. The longer the ownership period, the better the case for electric. If you do not do your own engine rebuilds, the RedShift is not only the cheaper option, it's the one that will spend more time on the street and trail, and less time in the shop.

Because of significant interest from consumers for the PD model originally intended for police and park service fleets, we intend to offer this as an upgrade option to either the MX or SM models. It includes a more robust tail with integrated hard luggage and an uprated electrical system to accommodate additional accessories. The option is expected to add \$2,500 to the retail price and approximately 35 lbs to the curb weight.

For more, visit our website at <http://www.faster-faster.com>.