



Contact: Thomas Rainey

PRESS RELEASE FOR IMMEDIATE RELEASE

Motor Excellence Joins Forces with Lotus Engineering to Demonstrate Electric Vehicle Motors

(Flagstaff, AZ July 5, 2009) Motor Excellence announced today that it entered into a collaboration agreement with Lotus Engineering, Ann Arbor, Michigan to develop an electric vehicle motor demonstration.

Lotus Engineering, a global automotive technology integrator has recent EV development experience, including the Tesla and Dodge's Circuit, among others. Together, we aim to solve the most urgent challenge in battery powered Electric Vehicle (EV) development and commercialization: battery size, range, and cost.

This collaboration focuses on vehicle integration and developing a vehicle demonstration to validate Motor Excellence's patented/patent-pending technology's ability to dramatically reduce battery size and cost by 30-40%. This collaboration accelerates the commercialization of ME's new motors, resulting in practical electric vehicles, and also enables productization of our technology in a wide range of other energy saving applications.

A key barrier to widespread adoption of electric vehicles is the additional cost above comparable internal combustion engine vehicles due to the large, expensive batteries. Motor Excellence offers lighter, highly efficient, and thermally stable motors that provide the same power and torque with much less power from the battery (enabling a 30-40% reduction in EV batteries). This allows the EV industry to develop smaller/less expensive batteries reducing a barrier to EV acceptance, lowering GHG emissions, dependence on imported oil.

Lotus Engineering, Inc., an internationally recognized leader and automotive, brings extensive experience in the design and engineering of transportation systems, and related engineering disciplines, to support the integration of ME's proprietary new motors. Lotus Engineering lists among its current collaboration partners leading companies such as Tesla, Chrysler, Proton, and Jaguar.

Lotus Engineering acts as technology integrator, serving as a bridge between auto OEM manufacturers and new technology. The fact that they are also a car manufacturer provides a unique insight into product development. “We are not going to develop something that can’t be manufactured,” said Graunstadt, CEO, Lotus Engineering. Worldwide, Lotus Engineering provides design and engineering both to Lotus Cars and to global clients of Group Lotus, completing the vehicle engineering needed to create automobiles of the highest standards of ride, handling, and safety.

Motor Excellence, LLC, develops novel motor and generator technologies for automotive, industrial, defense and consumer applications that feature dramatic advances in efficiency, torque, power, weight, and design flexibility.

###