



Press Release FOR IMMEDIATE RELEASE

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Wild West Motor Company Releases Its 2001 Lineup of Custom Motorcycles

POWAY, California - Wild West Motor Company announced the release of its exciting new line of 2001 models today. "This is our big debut year," says CEO, Paul Seiter. "We've avoided exposure in the press before we were ready. Now that we've perfected the bikes through rigorous testing and development, we are ready to release the bikes to the public."

Wild West Motor Company is a high-end motorcycle manufacturer based out of San Diego, California. The company was founded in 1995 by mechanical engineer, Paul Seiter, and started building custom motorcycles on a limited basis. Design work on a new frame and production tooling using sophisticated CAD software started in 1996.

The Peacemaker is the company's flagship model. Based on the Wild West's proprietary mono-shock frame, the Peacemaker sits low, placing the rider *inside* the bike, just 21" off the ground. It features carbon fiber composite fenders, oil storage inside the TIG welded frame, a fully polished 107 cubic inch S&S engine, 5 or 6 speed transmission, billet wheels, brakes, and forward controls from Performance Machine, fully chromed 63mm inverted forks, and custom paint. New features for this year include beefier 1 1/4" handlebars with integrated VDO speedometer and indicator gauges, aircraft style braided oil lines, Ness's patented bearing-supported billet throttle grip, side mount license plate, integrated turn signal/taillight/brake light system, and five new custom paint styles.

The Gunslinger is the rigid version of the Peacemaker. It has a 5.25" shorter wheelbase and boasts a 200/55x18 rear tire. The Gunslinger shares most of the components of its big brother with a few variations. The Gunslinger's rear fender borrows technology from the F/A-18 Hornet with its carbon fiber composite material. However, it takes things a step further with a special steel/graphite construction method developed by Wild West Motor Company. The fender is cantilevered from the frame utilizing a hidden fastening system. The tremendous strength of the design allows for a clean and smooth look without the need for extra support struts.

More details on the models can be found on the company's website: <http://www.wildwestmc.com>

Paul Seiter explains Wild West Motor Company's philosophy: "With our engineering capability we have set out to design and build a new set of cruisers. We can build cutting edge, exotic motorcycles that are truly unique. The larger manufacturers can't afford to design, build, and market on such a small scale. Most of the smaller motorcycle manufacturers simply use bolt on parts readily available from the aftermarket industry. That puts us in a very unique situation where we can offer bold new motorcycles with components designed and engineered to go together in graceful and powerful packages. We will be pushing the limits in the years to come in motorcycle design to offer the world the next generation cruiser."

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