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-- FOR IMMEDIATE RELEASE --

Bimota Display Great Success At Concorso Italiano

New York, NY (August 23, 2005) -- Bimota North America, Inc., the exclusive importer of the legendary Italian Bimota motorcycles to the USA, Canada, and Mexico, presented for the first time two of their 2006 motorcycle models on the West Coast at the Concorso Italiano at Monterey Bay, California, this past weekend. The presence of the Bimota team along with the extraordinary 2006 Tesi 2D and the brand new 2006 DB5 Mille followed an invitation by Rand/Workman of the Fine Motor Auction & Luxury Lifestyle Expo in New York.

Bimota's official return to the North American market has attracted wide attention from Italian automotive aficionados throughout the U.S. since its announcement earlier this year. "The interest in our prestigious motorcycles we experienced at the Concorso has just been amazing" said Jean Marc Rousseau, President and CEO of Bimota North America. "Bimota has a place in many enthusiast's heart, and we enjoyed a warm welcome from everyone at this great celebration of Italian style," adding "We are confident for the future of our legendary marque, and were able to take some important steps during the time we spent at Monterey Bay."

Performance motorcycle enthusiast new to the brand, as well as numerous veteran owners of Bimota, who are an equally integrated group with the newly formed company, expressed their excitement about the return of one of the world's most exclusive motorcycle manufacturers, reentering the market with a lineup for 2006 consisting of three models. The Ducati powered Tesi 2D and the Suzuki TL 1000 S powered SB8K Santa Monica are already available in the homologated U.S. version, fully approved by both DOT and EPA. For the Ducati powered DB5 Mille, conclusion of the homologating process is expected in mid September with the first U.S. specification DB5 models arriving by October 1, 2005.

Bimota's next upcoming exhibition presence will be from September 9 to 11, 2005, at the Fine Motor Auction & Luxury Lifestyle Expo in New York. For more information on the Fine Motor Auction & Luxury Lifestyle Expo, and Rand/Workman, please go to www.RandWorkman.com.

Bimota North America, Inc., with the exclusive state of the art showroom, is located at 34 East 34th Street, NEW YORK, N.Y. 10016, Phone: +1-646 536 2624, Fax: +1-646 536 2661, Info@BimotaUSA.com. For more information on Bimota NA, please go to www.BimotaUSA.com.

About Bimota North America, Inc.

Bimota North America, Inc., (Bimota N.A.) is the exclusive importer to the USA, Canada, and Mexico, as well as North American headquarter of the legendary Italian motorcycle brand Bimota - Bimota's first official presence since their withdrawal from the North American market in the late nineties.

Bimota N.A. is responsible for customer service, customer relations, marketing, and brand management in all of North America. Bimota is proud to be back with a prestigious line up, representing the ultimate in motorcycle design and technology, supported by an unprecedented factory backed warranty. Bimota's forward strategy includes the involvement of award winning designers such as Robbiano and Giugiaro, complementing the company's rich heritage of performance, art, and excellence in all aspects. Private viewings of the current model range, which is comprised of the Santa Monica, the Tesi 2D and the magnificent Sergio Robbiano designed Munich Best Design in Show DB5, are offered by appointment. To our proud Bimota owners, new or veteran, Bimota stands committed to your service and respect, worthy and appropriate in backing the ultimate standard this legendary brand deserves.

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Note To Editors:

High resolution imagery of Bimota at the 2005 Concorso Italiano is available upon request.

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