

Ashland-based Brammo launches next generation of electric motorcycles

By Melissa Stiles

Rogue Valley Clean Cities Coalition

Global electric motorcycle innovator Brammo has launched a second generation plug-in vehicle. The new Empulse reaches speeds of 100 mph and looks like a gas-fueled Ducati Monster. Yet Empulse riders skip past gas stations. They re-fuel at work or home by plugging the motorcycle's on-board charging station into a standard outlet.

"With gas prices on the rise, more people in the United States are interested in electric motorcycles," said Craig Bramscher, founder and CEO of the Ashland company.

Brammo has \$10 million in pre-orders sales for the new model. The Empulse comes in three ranges — 60 to 80 miles per charge — and three prices, from \$9,995 to \$13,995. The original model, Enertia, sells for \$7,995 while the extended-range Enertia Plus, sells for \$8,995. Southern Oregonians wanting to purchase an electric motorcycle can visit the headquarters in Ashland or place an order online at www.brammo.com. The bikes are sold in Best Buy stores, although Medford's store is not yet licensed by the Oregon Department of Motor Vehicles to sell motorcycles. And soon, Brammo bikes will be sold at motorcycle shops around the country, Bramscher said. The company has 32 employees, including a design team in Ashland. Brammo plans to open an office in Italy soon. Bramscher's goal of building the company without public funding has sent him traveling around the world to meet with private investors.

The new generation of bike that rolls out of the manufacturing plant in Hungary this spring will have an energy-dense battery, lasting the lifetime of the bike, which is about 70,000 to 100,000 miles. The battery was developed by Brammo and its new electronics partner Flextronics of Singapore. "As Brammo pursues its international

growth strategy, it is critical to our success that we continue to build our strong reputation for quality, reliability and serviceability," Bramscher said in a news release. "Flextronics is focused on providing a high quality end-to-end solutions approach to leading global companies, including automotive, and this is why we have selected them as our strategic manufacturing partner."

Bramscher and marketing director Adrian Stewart took the Empulse to the Portland International Auto Show in January. In the EcoCenter showroom, the all-electric Empulse (\$9,995) joined Nissan's plug-in sedan The Leaf (\$33,000) and Tesla's all-weather electric Roadster (\$101,900 with tax credits). Such a diversity of models and prices may be a strong incentive for consumers to choose alternative fuel vehicles. "We're in the right place at the right time," Bramscher said, "With the right product."



The Empulse on-board charger can be plugged into a standard outlet.



Brammo Founder Craig Bramscher introduced the first generation Enertia to fleet managers at a 2009 stakeholders conference sponsored by Rogue Valley Clean Cities Coalition.

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Electric motorcycle grabs attention on Southern Oregon roads



Brammo's Wayne Buck describes Enertia components to Oregon Institute of Technology students during an electric vehicle race in Medford last November.

Wayne Buck feels like a celebrity when he rides his electric motorcycle to work.

"Drivers pull up alongside me and soon the passenger window rolls down," said the Brammo engineer. "They listen and don't hear a loud engine, point and ask, 'Is that electric?' When I say yes they give me a thumbs up. Commuting on an Enertia has been fun. The response from other drivers is great."

Unless it's icy or snowing, Wayne rides his electric, plug-in Enertia from his home in Medford to his job in Ashland. The Brammo bike's all-season radials provide solid traction in the rain. The bike has good brake control and is easy to handle, he said.

"Most people can't believe it's so stylish. The design team had both a functional and aesthetic approach." Wayne wears water-resistant pants and jacket for winter riding and sturdy gloves and a vented helmet throughout the year. "We've just developed a windscreen for Enertia designed especially for bikes Brammo is producing for the Hong

King police force. The windshield blocks the wind well and has good clarity."

Wayne has maneuvered the Enertia through downtown traffic, at freeway speeds on I-5 and around hairpin curves on Greensprings Highway. He tested the bike's ruggedness riding steep switchbacks of Tolman Creek Road until the pavement ended and then following the gravel road with ruts and washboards to the Mount Ashland Ski Lodge. He returned to Ashland, all on a single charge. "I'm a maximum weight rider so I'm a good test case for the Enertia," he said. A veteran motorcycle rider, Wayne plans to sell one of his gas-powered motorcycles because it sits unused in his garage. "The electric bike is more efficient and more comfortable, especially in stop and go traffic. I don't have to worry about maintenance. I don't have to worry about anything. I just enjoy riding it." — *Melissa Stiles, Rogue Valley Clean Cities Coalition*



An Enertia is parked outside Brammo headquarters on Clover Lane in Ashland

Low Carbon Fuel Standards

The state hopes to reduce greenhouse gas by 10 percent by implementing low carbon fuel standards beginning in 2012. House Bill 2186 authorizes the state to regulate fuel importers. Businesses and government agencies that fuel fleets with biodiesel, CNG or electricity can earn credits. Cory Wind, air quality planner for the Department of Environmental Quality, spoke March 22 to a dozen people who attended the stakeholder event sponsored by Rogue Valley Clean Cities Coalition and the MPO Policy committee. See the presentation and read the notes at www.roguevalleycleancities.org/news

Oregon Electric Highway: update on charging stations in Rogue Valley

Rick Wallace of the Oregon Department of Energy will give an update about the electric vehicle charging stations planned for Southern Oregon. He will speak from noon to 1 pm Wednesday April 13 at the Rogue Valley Transportation District conference room, 3200

Crater Lake Ave. The event is free and open to the public. Anyone interested in electric vehicles or EV charging stations is welcome to come and listen to Rick Wallace's presentation. A question and answer session will follow. The event is sponsored by Rogue Valley Clean Cities Coalition.



EV chargers at Lane Community College

Rogue Valley Clean Cities Coalition 2011 Schedule *

Date and time	Event	Location	Information
February 9 Noon to 1 pm	Ribbon cutting ceremony for new 24-hour card lock for propane fueling	Blue Star Gas, 6096 Crater Lake Avenue, Central Point, OR 97502	Free and open to the public. Refreshments will be served. Learn more from the website www.roguevalleycleancities.org or call or write 541-779-0569 or melissa@roguevalleycleancities.org
March 22 1 to 2 pm	Proposed fuel standards, presented by Cory-Ann Wind, air quality planner, Department of Environmental Quality	RVCOG conference room, 155 North 1st Street, Central Point, OR	Free and open to the public. Regular board meeting of the Rogue Valley Clean Cities Coalition. For information, please call Melissa 541-779-0569 or write melissa@roguevalleycleancities.org
April 13 Noon to 1 pm	EV Road Map and Green Highway update by Rick Wallace of Oregon Department of Energy	Rogue Valley Transportation District conference room, 3200 Crater Lake Avenue, Medford, OR	Free and open to the public. Bring a brown-bag lunch. Regular board meeting of the Rogue Valley Clean Cities Coalition. For information, please call 541-779-0569 or write melissa@roguevalleycleancities.org
April 23 11 am to 4 pm	Earth Day in Ashland	Science Works, 1500 East Main, Ashland, OR	Free and open to the public. Look for the Rogue Valley Transportation District booth.
May 11 Noon to 1 pm	REDCloud, electric vehicle maintenance software, presented by Melissa Brandao of REDCloud, Jim Long of OIT, Drew Gilliland of SOU	Rogue Valley Transportation District Translink, 239 East Barnett Road, Medford, OR	Free and open to the public. Bring a brown bag lunch. Regular board meeting of the Rogue Valley Clean Cities Coalition. For information, please call 541-779-0569 or write melissa@roguevalleycleancities.org
June 15 10 am to 1 pm	Southern Oregon Fleet Forum and Vehicle Display by Avista Utilities task force and local fleet managers	Jackson County Auditorium, 200 Antelope Road, White City, OR	For fleet operators, private and public. Watch the website for details or call 541-779-0569 or write melissa@roguevalleycleancities.org
August 17	Training conference for First Responders	To be announced	For fire district and ambulance staff, paramedics and others who respond to emergency situations
September 21	REDCloud, part 2 by Melissa Brandao of REDCloud, Jim Long of OIT, Drew Gilliland of SOU	To be announced	Free and open to the public. Watch the website for details. For information, please call 541-779-0569 or write melissa@roguevalleycleancities.org
October 14	Rogue Valley Clean Cities Board Meeting	RVTD conference room, 3200 Crater Lake, Medford, OR	Free and open to the public. Bring a brown bag lunch. For information, please call 541-779-0569 or write melissa@roguevalleycleancities.org
November 23 Noon to 1 pm	Board Meeting	RVTD conference room, 3200 Crater Lake Medford, OR	Free and open to the public. Bring a brown bag lunch. For information, please call 541-779-0569 or write melissa@roguevalleycleancities.org



Schedule may change. Check for updates at www.roguevalleycleancities.org