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SmarTire Announces Selection by Major American Coach Fleet

Coach USA Commits to outfit fleet with SmarTire TPM systems.

Richmond, British Columbia, Canada, November 7, 2007, -- SmarTire Systems Inc. (OTC Bulletin Board: SMTR) announced today that Coach USA has selected SmarTire as its fleet TPMS provider. Effective immediately, Coach USA will require that new coaches ordered from all manufacturers be equipped with SmarTire's tire pressure monitoring systems. Coach USA also plans to immediately begin retrofitting its existing fleet of more than 1,500 motor coaches and has placed an initial order for this purpose.

SmarTire's active TPMS has been designed to enable fleet operators to efficiently maintain top tire performance, reducing tire failures, roadside downtime, fuel consumption and tire costs while increasing passenger and driver safety and confidence. The SmartWave TPMS, which can be installed on any existing vehicle, displays each tire's temperature and pressure information. If the system detects a loss of air pressure or abnormally high tire temperature, a warning automatically alerts the driver to the condition.

The Coach USA application marks the first time that SmarTire's TPMS has been integrated with the Saucon TDS telematics system. This combination allows Coach USA to monitor, in real time, tire conditions on all of its coaches from remote locations using a web based tool. Not only is the system designed to provide early warning to the driver, but alerts can also be sent via e-mail and text message in real time directly to maintenance personnel on their PC or mobile device. "We believe the combination of the SmarTire TPMS with the Saucon GPS system should enhance safety and operational levels for our employees and customers," noted Dale Moser, COO of Coach USA.

Dave Warkentin, President of SmarTire, said, "This commitment and order is the result of over one year of development and road testing, and we believe that it successfully proves the value of our tire pressure monitoring products for fleet customers in the motor coach market. We are very pleased to have been selected by Coach USA, and we look forward to a long lasting, rewarding relationship."

For more information, visit <http://www.smartire.com> or contact Emily Philips, Walek & Associates at

(212) 590-0527 or e-mail at ephillips@walek.com.

About SmarTire

SmarTire develops and markets proprietary advanced wireless sensing and control systems worldwide under the SmartWave™ trademark. The company has invested more than \$100 million in R&D for its patented tire monitoring technology. It developed numerous patent-protected wireless technologies and has advanced tire monitoring solutions since 1987.

SmarTire offers large fleet, commercial, bus and recreational vehicles patent-protected, before-and after-market wireless technologies and advanced tire-monitoring solutions using its proprietary SmartWave platform. The platform provides a foundation for the addition of multiple wireless sensing and control applications. Initial product releases using the SmartWave platform include the SmartWave™ TPMS, which leverages on SmarTire's background and knowledge in tire monitoring solution. SmarTire Systems maintains operations in North America and Europe. For more information about SmarTire Systems Inc., visit <http://www.smartire.com>.

About Coach USA

Coach USA owns over 20 local companies in North America that operate scheduled bus routes, motorcoach tours, charters, and city sightseeing tours. These local companies are each independently managed and operated to meet the specific needs of their local communities.

Coach USA is a subsidiary of the Stagecoach Group. Stagecoach is one of the world's largest bus, coach and rail groups with operations in the United Kingdom and North America. Stagecoach Group plc. Registered Office: 10 Dunkeld Road, Perth PH1 5TW, Scotland. Registered in Scotland.

About Saucon

Saucon is a privately-held business-focused product & professional services company. Saucon leverages technology and applies user-centric design to enable customers to acquire and extend customer relationships, improve collaboration, enhance operational performance and integrate with existing infrastructures.

At Saucon, information technology is viewed as a set of tools for enhancing coordination and collaboration between people in business processes. Saucon attempts to assist its customer to achieve better coordination through information transparency within the organization and with customers and suppliers.

Except for historical information contained herein, the matters discussed in this news release contain forward-looking statements. Words such as "plans" "expects," "may," "anticipates," "should" and similar expressions identify forward-looking statements. Forward-looking statements are projections and are subject to substantial risks and uncertainties. Actual results, performance, or achievements could differ materially from those contemplated, expressed or implied by these forward-looking statements. Forward-looking statements in this news release include the Company's belief that Coach USA will immediately begin to retrofit its existing fleet,

that the combination of the TPMS with Saucon's TDS telematics system should enhance safety and operational levels and that Coach USA and SmarTire will enjoy a long-lasting, rewarding relationship. These forward-looking statements are based largely on the expectations of SmarTire's management and are subject to a number of risks and uncertainties that are subject to change based on factors which are beyond SmarTire's control. These include, but are not limited to, risks and uncertainties associated with the effects of competitive pricing, SmarTire's dependence on the ability of third-party manufacturers to produce components on a basis that is cost-effective to SmarTire, market acceptance of SmarTire's products, SmarTire's ability to keep up with technological advances in the industry, the effect of competitive products and governmental regulations and the risks identified by SmarTire as 'risk factors' in its most recently filed Annual Report on Form 10-KSB and other documents filed with the Securities and Exchange Commission. SmarTire cautions that the foregoing factors are not exhaustive.