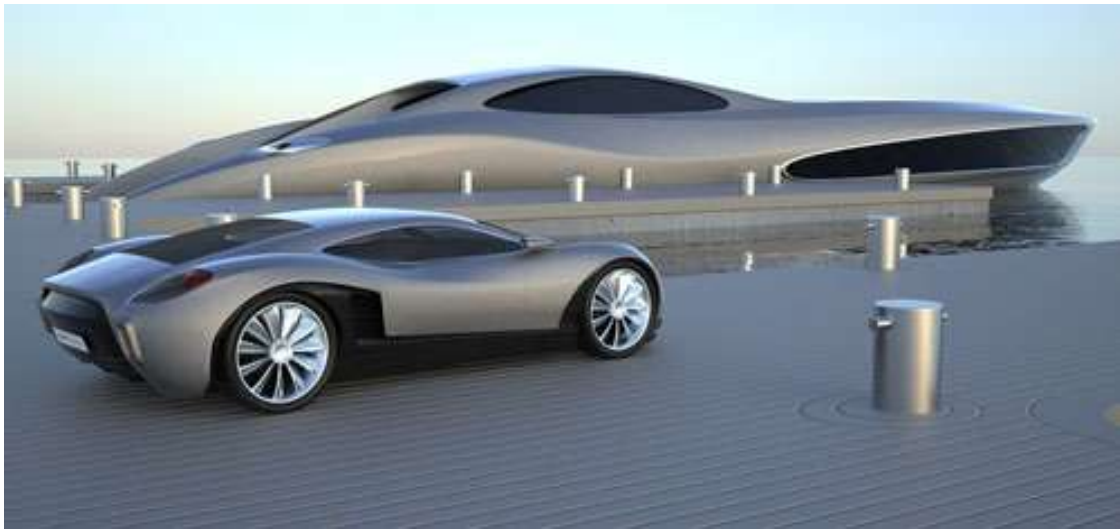


Fast Lane News

FLR News – Issue No 37

Speedboat Yacht and Matching SupeCar

Picture a 122 foot long ocean-going, speed-boat yacht and a free matching super car to go with it. No joke, this incredible super-yacht comes with its own supercar which can even be stored on board. The luxury yacht has a plush Art Deco interior, boasts 4 large double state rooms, a reception area, salon, 52" LED TVs and state-of-the art sound systems in every room - all of which can be personalized.



If you have a need for speed, this combination is for you-55 knots on the water and 223 mph on land. The ship can reach top speeds of 43 knots, with its twin MTU 16V000 engine, and the ability to achieve 55 knots with optional Rolls Royce KaMeWa boosters offering a staggering 14,000hp. The supercar is powered by a 880hp twin turbo V12 engine, has a top speed of 233mph.



Imagine, taking your super-car with you wherever you go—just park your new car on board in its very own garage, located at the stern of the yacht. Kurt Strand, founder of the Swedish company Strand Craft, said they had built the boat and car for the 'very wealthy'. He said: 'We have had a lot of interest from all over the world, specifically the Middle East. It was designed for luxury and people who want the best.' 'The custom-made supercar is the best feature, both the boat and the car are very high performance and the boat is very fast.' 'It is very unique as we are only making 6, so it's exclusive. It has a very futuristic design and nothing like this has ever been made before.'



This is the height of luxury combined with the thrill of speed.



Carbon Fiber Production Corvette By Mark Voss

In an effort to produce lighter, more fuel-efficient and better handling models, Chevrolet Corvette features advanced materials such as carbon fiber.

Until now, exposed-weave carbon fiber, one of the coolest looks for fast, hot cars, was unavailable to consumers because the sun degrades the material on the exterior surface.

In fact, experts thought putting exposed carbon fiber on the outside of any retail car was nearly impossible. Painting over the carbon fiber was the only option. All that has changed due to an industry-first technology breakthrough: "sunscreen" for the Chevrolet Corvette ZR1.

"Everyone said it couldn't be done, and we were crazy for trying," said Mark Voss, senior design engineer for the ZR1. Undaunted, Voss and his team worked for three years on their own time to develop a glossy, UV-resistant clear coat that allows exposed carbon fiber to be used on the body of the car. It also shields the carbon fiber components from chips and scratches.

"Our challenge was finding a way to give our customers



exposed-weave carbon fiber with the durability they have come to expect from a Corvette," Voss said. "Other automakers have opted for fake attempts at a carbon-fiber look. With the Corvette ZR1, we wanted to give customers the real deal."

Carbon fiber on the Corvette emerged from the technology transfer between the production Corvette and the Corvette C6.R that race in the American Le Mans Series. Carbon fiber reduces weight and improves stiffness compared to steel. Carbon fiber is approximately one-fifth the weight of steel and one-third the mass of traditional composite panels. That means a lighter, more fuel-efficient vehicle with a lower center of gravity for better handling on the road and on the race track.

For a consumer vehicle, exposed-weave carbon fiber, with its honeycombed appearance, offers the fuel efficiency of painted carbon fiber, but has a unique aesthetic.

The ZR1 features exposed-weave carbon fiber on the roof panel, roof bow, rocker moldings, front fascia splitter, and the underside of the hood. The ZR1 has carbon fiber floor panels as well, although not in the exposed-weave format. For the Corvette Z06, carbon fiber fenders and floor panels come standard with an optional package that includes splitters, rockers and roof panels.

Voss, a former drag racer, confirmed car nut, and incessant tinkerer says his passion for all things automotive fuels his imagination. "When I'm not at work with my Chevrolet colleagues developing new technologies, I'm at home working on one of my cars in the pole barn," he said.

Voss' "pole barn" is just one hoist shy of being a full-blown automotive shop. The heated and furnished 1,800-square-foot outbuilding includes car tech essentials such as a metal fabrication station. He has owned more than 50 cars in his lifetime; his current classic favorites being a 1979 Corvette and 1972 Chevrolet Blazer.

SOURCE General Motors

New And Used Auto Sales Forecast For October

On October 27, TrueCar.com released its October 2010 sales and incentives forecast, which shows the following:

New light vehicle sales (including fleet) in the U.S. for October 2010 is expected to be 927,676 units, up nearly 11 percent from October 2009 and a decrease of 3 percent from September 2010 (on an unadjusted basis)

The October 2010 forecast translates into a Seasonally Adjusted Annualized Rate (SAAR) of 12.0 million new car sales, up from 11.7 in September 2010

Retail sales are down nearly 5.1 percent compared to September 2010 but up nearly 12.2 percent from October 2009

Fleet and rental sales are expected to make up 19 percent of total industry sales

The industry average incentive spending per unit will be approximately \$2,818 in October 2010, which represents an increase of 2.8 percent from September 2010 and an increase of 6.2 percent from October 2009

Used car sales* are estimated to be 2,128,613, down 31 percent from September 2010 and up 8.1 percent from October 2009

The ratio of new to used vehicle sales is estimated to be 1:2.3 for October 2010

"We continue to see a growth in SAAR, for the overall industry and retail sales, indicating that a recovery

is underway," said Jesse Toprak, VP of Industry Trends and Insight at TrueCar.com. "If the trajectory continues in the same path, we could have a strong finish to the year."

Forecasts for the top seven manufacturers for October 2010:

Unit Sales Forecast			
Manufacturer	October 2010 Forecast	Change vs Sept 2010	Change vs Oct 2009
Chrysler	92,319	-7.8%	40.3%
Ford	154,529	-3.6%	16.9%
GM	169,851	-1.7%	-3.4%
Honda	99,738	2.4%	16.6%
Nissan	69,777	-6.0%	16.1%
Toyota	144,024	-2.1%	-5.4%
Hyundai/Kia	72,406	-5.5%	35.4%

"Honda's boost in incentives enabled them to be the only manufacturer to improve on sales from last month," added Kristen Andersson, automotive analyst for TrueCar.com.

TrueCar.com bases its forecast on actual transaction data. The transaction data based forecast is refined by other current and historical factors that impact vehicle sales, including: sales, inventory, incentives, fuel prices, and macro economic data (major stock market indexes, consumer confidence, new home starts, and CPI). TrueCar.com does not adjust for selling days in year-over-year percentage change calculations.

*Used car sales figures include sales from franchise dealerships, independent dealerships and private party sales

**Highest incentive spend per unit in 2010

Source: TrueCar.com

J.D. Power and Associates Reports: Revitalized New-Vehicle Retail Sales Pace Continues in October

New-vehicle retail sales in October are building upon the strength from September and exhibiting signs of a more pronounced recovery trend, according to J.D. Power and Associates, which gathers real-time transaction data from more than 8,900 retail franchisees throughout the United States.

October new-vehicle retail sales are expected to come in at 756,300 units, which represents a seasonally adjusted annualized rate (SAAR) of 10.2 million units-making October the first month to reach a 10-million-unit selling rate this year. Retail transactions are the most accurate measurement of true underlying consumer demand for new vehicles.

"Unlike July, August and September, which experienced some mid-month weakness, October's robust sales pace has continued through the second week," said Jeff Schuster, executive director of global forecasting at J.D. Power and Associates. "Coming off a strong close to September, October's expected performance marks the first back-to-back months of strength since the spring. Despite the drag from high unemployment and lower incentive levels, improvement in the automotive market continues in October, suggesting that consumers are discounting the negative sentiment."

Total light-vehicle sales for October are expected to come in at 922,700 units, 14 percent higher than

October 2009. Fleet sales in October are expected to be up 3 percent from one year ago, representing an 18 percent share of total sales. October is typically a month with a lower level of fleet sales, but October fleet volume is expected to be the lowest of the year.

J.D. Power and Associates U.S. Sales and SAAR Comparisons

	October 2010 (1)	September 2010	October 2009
New vehicle retail sales	756,300 units (17% higher than October 2009) (2)	758,425 units	667,877 units
Total vehicle sales	922,700 units (14% higher than October 2009)	956,639 units	836,115 units
Retail SAAR	10.2 million units	9.5 million units	9.0 million units
Total SAAR	11.9 million units	11.7 million units	10.4 million units

(1) Figures cited for October 2010 are forecasted based on the first 14 selling days of the month.

(2) The percentage change is adjusted based on the number of selling days (27 days vs. 28 days one year ago).

Sales Outlook

As the industry continues to improve at a slower-than-anticipated pace, J.D. Power and Associates is revising its 2010 forecast downward slightly to 9.1 million units for retail sales (from 9.2 million units) and 11.5 million units for total sales (from 11.6 million units).

Gross domestic product in 2011 is now expected to grow at the same rate as in 2010, approximately 2.5 percent. Given the weaker economic outlook for next year, the 2011 forecast has also been revised to 10.5 million units for retail sales (from 10.7 million units) and 12.9 million units for total sales (from 13.2 million units).

North American Production

North American production volume in the first three quarters of 2010 has already exceeded production for all of 2009, with 8.9 million units produced, compared with 8.5 million vehicles last year. Fourth-quarter production in 2010 is expected to be 2.8 million units, compared with 2.7 million units in 2009. The forecast for 2010 has edged up to 11.7 million units, an improvement of 37 percent compared with 2009.

Vehicle inventory rose slightly from September to 58 days supply with 2.2 million units in stock. However, the overall level continues to be well-balanced with demand and inventory remains below historical levels.

"Production for several high-profile models-such as the Chevrolet Cruze and Volt, Ford Explorer and Focus, and the Dodge Durango and Charger-will start this quarter or will continue to ramp up, driving a strong production recovery at the close of 2010," said Schuster. "North American production levels are expected to grow by an additional 1 million units in 2011 to 12.7 million."

SOURCE J.D. Power and Associates

AutoTrader.com To Purchase Kelley Blue Book

AutoTrader.com announces that it has signed a definitive agreement to acquire Kelley Blue Book (www.kbb.com), one of the most recognized and influential brands in the automotive industry. As part of the deal, AutoTrader.com will also acquire Kelley Blue Book's sister companies CDMdata and CDM

Dealer Services.

Details of the transaction are not being disclosed. Kelley Blue Book will operate as a subsidiary of AutoTrader.com and continue to be headquartered in Irvine, CA. The deal is expected to close by the end of the year. J.P. Morgan acted as Kelley Blue Book's exclusive financial advisor through this process. Goldman, Sachs & Co. acted as financial advisor to AutoTrader.com.

"AutoTrader.com is excited about becoming the new owner of Kelley Blue Book because we believe the company has a great future," said AutoTrader.com President and CEO, Chip Perry. "Kelley Blue Book has a wonderful history as an iconic brand and trusted provider of vehicle information to generations of car buyers and sellers, and as we look into the future we believe together we can bring a host of new technologies and tools to market that will significantly improve the car shopping process for consumers, and help auto dealers and manufacturers better capitalize on the fundamental efficiency advantages of the Internet."

"The future that lies before us is full of potential," said Kelley Blue Book President and CEO Paul Johnson. "We are proud of the Kelley Blue Book brand and our many accomplishments over the past 84 years. Becoming part of the AutoTrader.com family of companies will help us accelerate our growth in the vehicle valuation and consumer car shopping spaces. By working together, we can help all of our customers achieve their goals by providing best-in-class values, information, products and services."

AutoTrader.com strongly believes in maintaining Kelley Blue Book's independent and unbiased position in the marketplace. Furthermore, AutoTrader.com is committed to maintaining and strengthening Kelley Blue Book's role as The Trusted Resource® for vehicle valuation and other important industry information among consumers, dealers, manufacturers, financial and governmental institutions. Paul Johnson and the rest of Kelley Blue Book's leadership team will remain in place and continue to enhance the company's brand in collaboration with AutoTrader.com.

"The Internet has become a primary marketing channel for auto dealers and manufacturers to reach and influence consumers during the vehicle purchase process," added Perry. "We believe our two companies are well positioned in this very competitive environment to help the industry adopt and embrace new tools and technologies that will drive higher levels of efficiency and profitability among both dealers and manufacturers over the next decade."

Founded 12 years ago, AutoTrader.com quickly became a premier online destination where vehicle sellers and buyers connect and initiate automotive transactions. With innovative marketing tools and one of the largest audiences of in-market auto shoppers on the Web, AutoTrader.com has become a leading resource for auto dealers and manufacturers to present their vehicles for sale, target shoppers and seek to influence shopper and buyer behavior via highly targeted and cost effective online advertising. For the auto shopper, AutoTrader.com offers a wealth of research-and-compare functions, search tools and inventory of cars for sale, all of which allows car shoppers to find the perfect car to meet their individual needs.

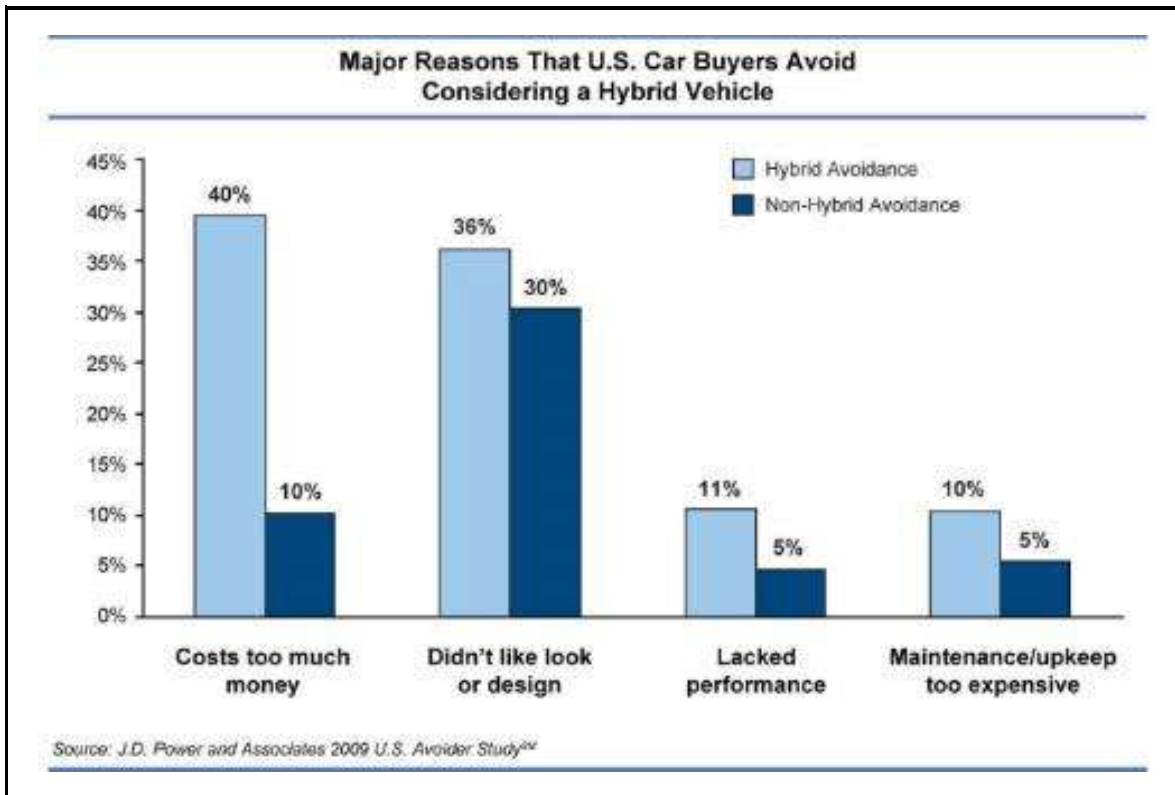
Kelley Blue Book, founded in 1926, launched its top rated Web site in 1995 and is now a leading provider of new and used vehicle pricing information to the auto industry. The company provides its values to dealers, banks, finance and insurance companies nationwide on a weekly basis. In the last few years, the company implemented a new multi-million dollar, state-of-the-art vehicle information management system, positioning the company to deliver market insights.

SOURCE AutoTrader.com

Electric Vehicle Sales Hype vs Reality

Combined global sales of hybrid electric vehicles (HEVs) and battery electric vehicles (BEVs) are expected to total 5.2 million units in 2020, or just 7.3 percent of the 70.9 million passenger vehicles forecasted to be sold worldwide by that year, according to a report issued by J.D. Power and Associates. For comparison, global HEV and BEV sales in 2010 are forecasted to total 954,500 vehicles, or 2.2 percent of the 44.7 million vehicles projected to be sold through the end of 2010.

The report, titled "Drive Green 2020: More Hope than Reality" considers various factors affecting the future potential for "green" vehicles in the world's largest automotive markets. These factors include market trends, regulatory environment, consumer sentiment and technology development in these markets.



According to the report, it will be difficult to convince large numbers of consumers to switch from conventionally powered passenger vehicles to HEVs and BEVs. A consumer migration to alternative powertrain technologies will most likely require either one of the following scenarios, or some combination of these scenarios:

- A significant increase in the global price of petroleum-based fuels by 2020
- A substantial breakthrough in green technologies that would reduce costs and improve consumer confidence
- A coordinated government policy to encourage consumers to purchase these vehicles.

Based on currently available information, none of these scenarios are believed to be likely during the next 10 years.

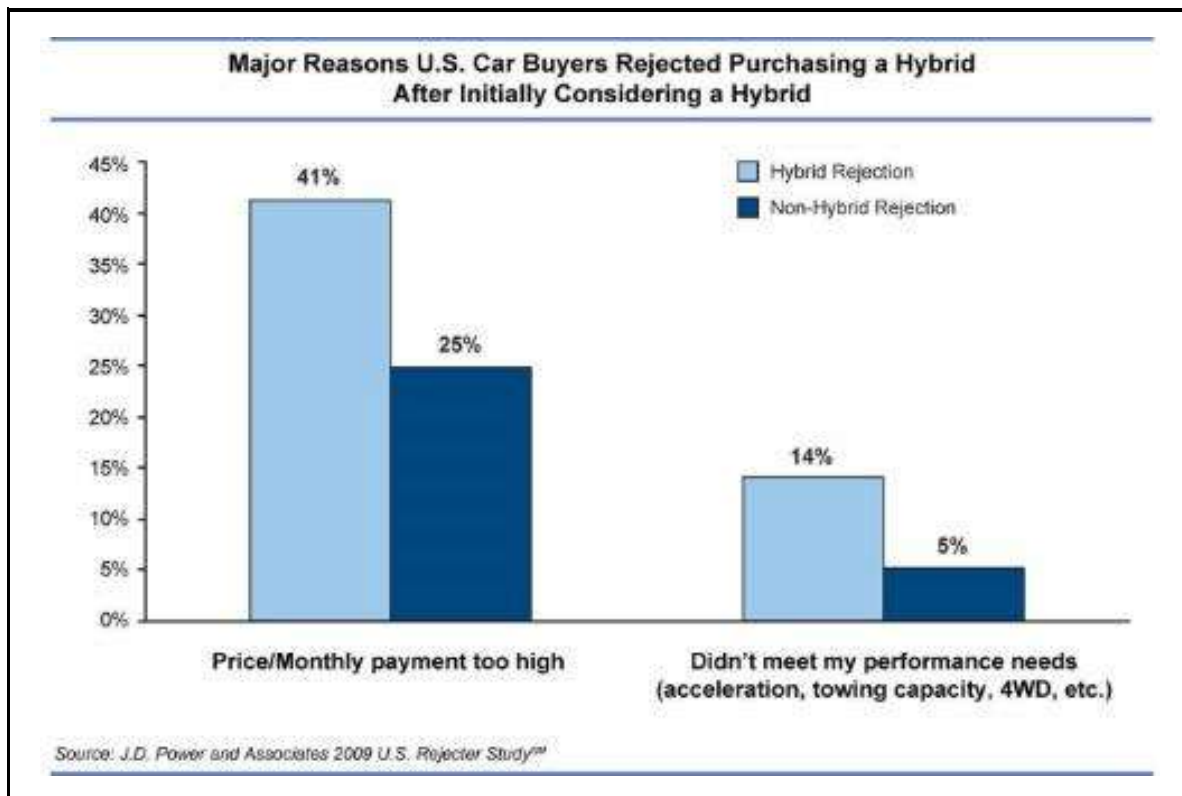
"While considerable interest exists among governments, media and environmentalists in promoting HEVs and BEVs, consumers will ultimately decide whether these vehicles are commercially successful or not," said John Humphrey, senior vice president of automotive operations at J.D. Power and Associates.

"Based on our research of consumer attitudes toward these technologies-and barring significant changes to public policy, including tax incentives and higher fuel economy standards-we don't anticipate a mass migration to green vehicles in the coming decade."

Consumers have a variety of concerns about HEVs and BEVs, including:

- Dislike of their look/design
- Worries about the reliability of new technologies
- Dissatisfaction with overall power and performance
- Anxiety about driving range
- Concern about the time needed to recharge battery packs

More importantly, however, are the personal financial implications of deciding to purchase an alternative-energy vehicle. While many consumers around the world say they are interested in HEVs and BEVs for the expected fuel savings and positive environmental impact they provide, their interest declines significantly when they learn of the price premium that comes with purchasing these vehicles.



"Many consumers say they are concerned about the environment, but when they find out how much a green vehicle is going to cost, their altruistic inclination declines considerably," said Humphrey. "For example, among consumers in the U.S. who initially say they are interested in buying a hybrid vehicle, the number declines by some 50 percent when they learn of the extra \$5,000, on average, it would cost to acquire the vehicle."

The overall cost of ownership of HEVs and BEVs over the life of the vehicle is also not entirely clear to consumers, and there is still much confusion about how long one would have to own such a vehicle to realize cost savings on fuel, compared with a vehicle powered by a conventional internal combustion engine (ICE). The resale value of HEVs and BEVs, as well as the cost of replacing depleted battery

packs, are other financial considerations that weigh heavily on consumers' minds.

Finally, it is clear from research in the world's largest automotive markets that buyers of hybrid and electric vehicles occupy a unique demographic niche. Buyers of HEVs and BEVs are generally older, more highly educated (possessing a postgraduate degree), high-income individuals who have a deep interest in technology, or who like to be among the early adopters of any new technology product. As a result, it is not clear that HEVs and BEVs will appeal to the general population.

Government Regulations

While the governments of the world's largest automotive-producing nations have schedules in place for improving fuel economy and reducing exhaust emissions, there is little consensus about the timing or manner in which these objectives are to be achieved. Some governments are promoting HEVs, others are focusing on BEVs, and still others are considering additional options.

According to Humphrey, the lack of consistency in regulations across markets is causing global automakers to hedge their options by seeking alliances and technology-sharing agreements. The heavy fixed costs associated with developing multiple powertrain options simultaneously are prohibitively expensive. When combined with the projected lower sales volumes of these products, collaboration between auto companies is almost a necessity to control costs and remain competitive.

One unpredictable aspect of the 2020 outlook is how markets would be affected if more stringent and consistent legislation is adopted that supports specific technologies. In particular, China has the ability to move quickly, invest heavily in the development of one specific propulsion technology, and mandate fuel economy or emissions standards that could favor a particular technology or require a minimum sales penetration level for vehicles with a designated technology. Given the size and growth rate of the Chinese auto market, such a coordinated regulatory environment might allow Chinese companies to achieve economies of scale and drive down the cost of alternative-energy vehicles.

Technology

While HEVs and BEVs offer an interesting alternative for the future, it must be acknowledged that many of the shortcomings that defined battery-based vehicles 100 years ago are still prevalent today. These include limited driving range, extended recharging times, limited support infrastructure, and the high cost of battery packs.

Moreover, while reducing exhaust emissions was not an important factor in the development of battery-based vehicles 100 years ago, it has been a significant driver behind the development of BEVs today. For many governments, the primary goal of transitioning to alternative powertrains is to reduce exhaust emissions, and it is not clear how much of this can be achieved.

"We don't want to replace tailpipe emissions with the emissions of coal- and oil-fired power plants that produce the electricity used by BEVs," said Humphrey. "We have to look at the carbon footprint of the entire energy supply chain."

Breakdown of Global HEV and BEV Sales by 2020

Of the 5.2 million HEVs and BEVs forecasted to be sold worldwide in 2020, some 3.9 million units are expected to be HEVs, according to the J.D. Power and Associates global forecast numbers for the third-quarter of 2010. The leading markets for HEVs are the United States (1.7 million units), Europe (977,000 units), and Japan (875,000 units). China is expected to sell fewer than 100,000 HEVs in 2020.

Of the 1.3 million BEVs projected to be sold worldwide in 2020, sales in Europe will account for 742,000 units; sales in China will account for 332,000 units; and the United States and Japan should each account for sales of approximately 100,000 BEVs in 2020.

To view the "Drive Green 2020: More Hope than Reality" report, click here.
<http://businesscenter.jdpower.com/Library.aspx>

About J.D. Power and Associates

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company operating in key business sectors including market research, forecasting, performance improvement, Web intelligence and customer satisfaction. The company's quality and satisfaction measurements are based on responses from millions of consumers annually. For more information on car reviews and ratings, car insurance, health insurance, cell phone ratings, and more, please visit JDPower.com. J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

About The McGraw-Hill Companies:

Founded in 1888, The McGraw-Hill Companies (NYSE: MHP) is a global information and education company providing knowledge, insights and analysis in the financial, education and business information sectors through leading brands including Standard & Poor's, McGraw-Hill Education, Platts, and J.D. Power and Associates. The Corporation has more than 280 offices in 40 countries. Sales in 2009 were \$5.95 billion. Additional information is available at <http://www.mcgraw-hill.com/>.

SOURCE J.D. Power and Associates

Small Car Tidal Wave

During the Automotive Loyalty Summit in October 2010 put on by Polk, Lonnie Miller, VP of marketing & industry analysis for Polk presented information that shows the small car is a force to be reckoned with. Did you realize that there are currently 90 brands of small cars? Did you know that there are 350

model/body style combinations for today's production small cars?



In 2010, small cars will generate about 16 million new registrations worldwide, and account for 27.6 percent of new vehicle sales. In the US, small cars account for more than 16% of all new vehicles sold today.

What's more interesting is that the folks buying small cars are as loyal as are full size pickup buyers-41.63% stay with the segment. This is a vehicle segment that the performance parts and accessories industry will have to reckon with for a long time. The Polk data show that the buyers of these vehicles are looking for style, connectivity and comfort. That sounds like a huge

opportunity!

These are not just first car buyer's vehicle, they are being purchased by a substantial cross-section of the population. It was clear from the Polk data that buyers in this segment are looking for authentic brands, practical features and the amenities found in larger vehicles.

At the same conference, Stephen Polk presented a forecast for new vehicle sales in the US that showed volumes returning to what was normal prior to 2008 in 2013. For 2011, Polk is expecting new vehicle sales to come in at 13.22 million units. That would be a nice increase of this year, which appears to be

coming in at less than 12 million units.

As new vehicle sales begin to come back, there is another opportunity for the performance parts and accessories industry-an opportunity to work with the new vehicle dealerships. The new vehicle dealerships are struggling to stay profitable even in the face of decreased numbers of franchises. How can a new vehicle dealer stay in business with skimpy margins on an average of 500 vehicles sold per year? The answer is, they can't!

As the small car segment captures market share, the performance parts and accessories industry has a chance to form alliances with new vehicle dealers like never before. The OEMs cannot afford to flood the market with enough diverse inventory to keep consumers happy, which means there will be room and demand for personalizing these vehicles. Consider all the market share that Hyundai is capturing right now. Are those vehicles feature and option rich?

According to the Polk data, more than 40% of consumers who become brand loyal during their experience with small cars, will stay with those brands. That translates to nearly 2 million long term customers in the US alone. That looks like an opportunity worth going after to me.

Industry Press Releases October 29

A.R.E. UPDATES WEBSITE TO INCREASE EASE, COMMUNICATION WITH TRUCK OWNERS

Visit www.4are.com for Latest Caps, Covers and Company News

MASSILLON, Ohio - A.R.E. announces it has launched a revamped website that allows visitors to quickly find the truck cap or tonneau cover that best suits their lifestyle needs while also increasing communication between the manufacturer and its customers.



The updated website, www.4are.com, lets shoppers easily research A.R.E. products, warranty information and the nearest A.R.E. dealer. With the click of a button, truck cap shoppers can compare the features of A.R.E.'s most popular covers, including the stylish Z Series, the mid-high roof MX Series and the rugged Deluxe Commercial Unit. Those shopping for a flat cover can quickly evaluate the benefits of the company's fiberglass LSII and LSX products by choosing the "Tonneau Covers" link.

A.R.E.'s website also allows for improved communication with visitors through its "Click for Live Help" feature, Spanish-language mode and links to social media sites.

"Visitors to the updated website are one click away from our YouTube channel, where they can see a video of our truck caps being manufactured, as well as the A.R.E. Facebook page, Twitter and BlogSpot column," said Bryan Baker, director of marketing, A.R.E. "These social media sites create better two-way communication that allows us to respond to customer ideas and product questions faster than ever before. We value truck owners'

opinions about the features that will maximize a truck's functionality in their daily lives, and these sites help us meet our ultimate goal of delivering a quality, effective truck cover."

Popular features of the A.R.E. website remain, including the "Build Your Own Cap" option that allows shoppers to create a customized truck cap right on their computer screen.

A.R.E. began manufacturing aluminum frame truck caps in 1969 and has become a leading manufacturer of fiberglass truck caps and hard tonneau covers. At its ISO-9001:2008-certified manufacturing facilities, A.R.E.'s more than 500 employees create the products that are sold through a network of more than 600 independent authorized dealers. For more information, contact A.R.E. at 400 Nave Rd. S.E., P.O. Box 1100, Massillon, OH 44648, email topline@4are.com or visit www.4are.com.

###

Owens Products No Nonsense Heavy-Duty Commercial Boards Now Available



Sturgis, MI (October 27, 2010) Owens Products, Inc., known for their sleek running boards with applications for pickups, vans, SUVs, and CUVs, is proud to introduce the Owens Commercial Boards (OCB) into their lineup.

"These heavy-duty, aluminum boards are intended for serious, on the job performance," explained Gary Kirtley, CEO and Owens Products owner.

"All of our new commercial boards come with a 4" riser which is perfect for work-truck use."

Constructed of .100 diamond tread, these boards are offered with your choice of either welded end caps-great for vehicles with large fender flares or other obstructions in the wheel well-or bolt on stone guards and end caps. Custom brackets are designed for each application giving the boards superior strength, and as with all Owens products, a fast and easy installation.

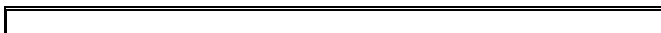
Both styles of boards are available with optional "star burst grip," delivering aggressive sure-footing to this board. The OCB line of running boards is perfect for fleet, construction and municipal jobs.

Owens Products, Inc., is a family owned business established in 1965, and dedicated to the manufacturing of innovative and quality focused products. Owens is a dominant force in the automotive aftermarket with product lines of plastic, fiberglass and aluminum running boards, aluminum tool boxes, dog boxes, garage and trailer accessories as well as its custom made products. Proudly made in the USA. www.OwensProducts.com 800-726-9367. SEMA Booth # 31037

###

Nitrous Express Introduces the 5.0 Mustang "Coyote" Plate System

PN: 20948





The Nitrous Express 5.0 Coyote Plate System feature's Phase 3 Spraybarless technology for the ultimate in atomization and distribution. The billet plate bolts between the throttle body and intake making installation quick and easy. The solenoids are integrated into the plate for a super clean look. A direct-plug-in Fuel Line Adapter is provided to simplify installation (no need to cut your factory fuel lines). This system includes a TPS Autolearn switch so the nitrous only activates at wide open throttle and automatically turns off when you let your foot off the accelerator. The system includes jetting for

35, 50, 75, 100, 125 and 150 horsepower and can produce up to 250 horsepower with additional jets. Systems include extra long stainless braided N2O line, master arming switch, relay, relay harness and all necessary hardware to complete the installation. Systems with bottles include the new billet aluminum Lightning 45 bottle valve and stainless bottle brackets.

Fits 2011 Ford GT Mustangs with the 5.0L 4 valve coyote engine.

Randell Mathis
Marketing Director & Web Master
Nitrous Express Inc.
888-463-2781 tel
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www.nitrousexpress.com

###

PECCA LEATHER TO SHOWCASE IMPORT INTERIORS AT SEMA SHOW

DOWNEY, CALIFORNIA...Two custom-built interiors, designed by Pecca Leather renowned for custom automotive interiors, will be showcased in modified import vehicles at the SEMA Show: a 2011 Hyundai Equus in the Hyundai exhibit and a 2010 Toyota Tundra feature vehicle. Visit Booth 12259 to view Pecca's complete line-up of OEM-quality leather kits.

###

ESCORT Announces PASSPORT iQ™ -- The World's First Fully Integrated Driving Accessory Featuring Radar Detector, GPS Navigation and Much More

ESCORT Inc., the leading manufacturer of premium automotive electronic accessories and maker of the world's best radar and laser detectors, today announced the release of the PASSPORT iQ™ which sets the standard for protecting consumers from unwanted tickets and guiding them safely to their destination.

The all-new patented PASSPORT iQ™ is the world's first and only driving accessory that integrates radar/laser detection and GPS navigation, and also provides important driving information, such as speed traps and speed limit data, in a single compact device.

"We are excited about providing the first convergence of state-of-the art radar and laser detection, 3D GPS navigation, red light and speed camera notifications, speed limit information, and much more," said John Larson, ESCORT president and CEO. "The PASSPORT iQ™ is your ultimate driving companion."

Assuming the form of contemporary GPS personal navigation devices, the new PASSPORT iQ™ is framed in landscape profile with a large 5-inch full-color touchscreen.

"ESCORT engineers were able to change the standard radar detector form by designing a radically new microwave antenna assembly," said Tim Coomer, ESCORT's vice president of New Product Development. "Until the merging of these two major mobile technologies by ESCORT, drivers had no choice but to purchase and connect separate driving devices at the same time. The PASSPORT iQ™ accommodates and combines these technologies into one, easy-to-use device."

"With our innovative product engineering and our strong patent portfolio, we are the only manufacturer able to provide drivers the opportunity to combine the key technologies of radar and laser protection, GPS navigation and important driving information in a single package," said Dave Smidebush, ESCORT vice president of Marketing. "These integrated benefits can't be found in a PND, a smart phone, other portable devices or as an OEM option on new vehicles," he added.

Radar Detection

The PASSPORT iQ™ is based on the PASSPORT 9500ix, ESCORT's award winning GPS-enabled windshield mount radar and laser detector. The new PASSPORT iQ™, with a 5" color touchscreen, takes radar detection to a new level by clearly providing drivers with their current speed and heading as well as speed limit information. The PASSPORT iQ™ conveniently provides warnings if speed limits change and drivers are exceeding the posted speed. In addition, the PASSPORT iQ™ clearly overlays red light cameras, speed cameras, and high risk speed traps on the navigation screen. The PASSPORT iQ™ features a user-friendly choice of visual and audio alerts and can be displayed in selectable formats and colors.

Like other premium ESCORT products such as the PASSPORT 9500ix and 9500ci, the PASSPORT iQ™ uses artificial intelligence and includes ESCORT's patented AutoLearn™ feature, which automatically identifies and analyzes all radar sources. This technology allows the PASSPORT iQ™ to determine which threats are real and automatically locks out those that are false, including automatic door openers, motion sensors, and other sources that cause competitor radar detectors to constantly false alert when no real threats actually exist.

In addition, the PASSPORT iQ™ comes with ESCORT's Defender™ Database, winner of the industry's leading data-accuracy test for threat locations. The PASSPORT iQ™ is USB-web ready for updating the Defender™ Database with the latest safety camera and speed trap locations.

Navigation and More

The PASSPORT iQ™ offers easy-to-read 3D maps powered by NAVTEQ, voice-guided turn-by-turn directions and lane-assist -- all of which provide comprehensive directions and updates for driving anywhere, anytime. Drivers can choose to use the PASSPORT iQ™ in the NAV mode with on-screen 3D mapping or select to display the PASSPORT iQ™ in the detector mode. In either format, drivers receive both visible and audible turn-by-turn directions to their mapped destination while always being protected from ticketing threats.

"Truly shifting the category forever, the PASSPORT iQ™ starts with industry leading protection of the PASSPORT 9500ix, adds the 5" color touchscreen display, provides speed limit information, over-speed alerts and more, while also integrating very intuitive, high-end navigation capability -- all in one product. There quite simply is nothing else like it," Larson said. The PASSPORT iQ™ helps you drive smarter by providing all the information necessary to help you avoid unwanted tickets while safely guiding you to your destination.

In addition, based on comprehensive consumer input, ESCORT plans to expand the PASSPORT iQ™ platform by developing an optional model that includes Bluetooth technology and live-traffic. This PASSPORT iQ™ version will help improve driver safety by allowing users to connect their phone for hands-free calling. Live traffic alerts will assist drivers to elude congestion and avoid being unnecessarily delayed.

The PASSPORT iQ™ Radar/Laser Detector with GPS navigation starts at \$649.95. The PASSPORT iQ™ is compatible with ESCORT's ZR4 Laser Shifting System, the ultimate laser protection, and ESCORT's

line of detector driving accessories. The PASSPORT iQ™ includes a free 90-day subscription to ESCORT's Defender™ Database and comes with a 30-day, worry-free test drive standard with all ESCORT products.

For more information about the new PASSPORT iQ™ and ESCORT's other premium automotive accessories including the award-winning PASSPORT 9500ix GPS-enabled windshield mounted radar and laser detector, visit Escortinc.com or call 1.888.265.9391.

###

DUB Magazine Customizing Hyundai's Flagship Equus for SEMA



FOUNTAIN VALLEY, Calif., Oct. 26 /PRNewswire/ -- Well known for prolific designs, the fabricators at DUB Magazine have teamed up with Hyundai to customize an Equus, Hyundai's all-new luxury flagship sedan, worthy of this year's SEMA Show in Las Vegas. The DUB Edition Hyundai Equus will debut featuring exterior, interior and audio modifications that tuners will not mistake for anything but the DUB Magazine style.

"We know that SEMA show-goers look forward to seeing the cool new cars like Equus and the unique ways we customize them," said Myles Kovacs, president and co-founder, DUB Magazine. "With this car we tried to give tuners an idea of what modifications can be done within the luxury segment."

Plans for the exterior modifications on the DUB Edition Hyundai Equus include Trex DUB Design mesh grille, DUB Design custom body kit, tinted windows and tail lights, and a custom two-tone, gloss black-and-matte charcoal paint job. The Equus will also feature a DUB Edition custom suspension riding on 24-inch TIS modular style 10 wheels with Pirelli Pzero Nero Tires.

No DUB Magazine custom would be complete without an audio enhancement. Therefore, to add to the already world-class Lexicon audio system that comes from the factory, DUB Design is building a custom trunk enclosure that will be fitted with Infiniti Kappa components including nine Infiniti Kappa Series speakers, KAPPA ONE mono and KAPPA FOUR four-channel amplifiers. Additionally, the interior of the Equus will feature DUB Design custom leather and suede, a DUB Design illuminated headliner and custom rear bucket seats.

The DUB Edition Hyundai Equus will be shown in the Hyundai Booth along with other specially designed cars exclusively built for this year's SEMA Show.

###

Bracketron Introduces Revolutionary New Air Vent Mount for Mobile Devices

MobileDock™ Vent Mount is the second offering featuring Bracketron's patented TemporBond™ mounting technology.

MINNEAPOLIS, Oct. 26 /PRNewswire/ -- Bracketron, the leading innovator in mounting solutions for mobile consumer electronics, today introduced the new MobileDock Vent Mount. The mount attaches

directly to an automobile's air vent and features our patented new, adhesive-free mounting technology to hold your mobile device securely while you drive.

"The MobileDock Vent Mount is yet another breakthrough in mobile mounting technology," stated Bruce Gibis, President and CEO of Bracketron. "The product easily mounts to your vehicle's air vent and utilizes our TemporBond technology to securely hold your device, allowing easy, hands-free access to all device controls when you're on the go."

The MobileDock Vent Mount (P/N IPM-247-BL) is available at many leading consumer electronics retailers and on the Bracketron website at www.bracketron.com.

For more information about the company, visit <http://www.bracketron.com> or call 1.866.237.4443. Visit Bracketron in Booth 11566 at SEMA Show 2010!

###

PECCA LEATHER ROLLS OUT FACTORY-MATCH HONDA COLORS

DOWNEY, CALIFORNIA...Pecca Leather recently expanded the color offerings of its ready-to-install, OEM-quality leather kits for current and late-model Honda vehicles. The five new colors-Atlas Grey, Light Warm Grey, Pearl Ivory, Pearl Beige and Sand Beige-are an exact match to factory interiors. For details, call 1.877.Topkits, or email to info@pecca.us.

###

Pro-Fit Carry Systems Introduces a Powerful Accessory-the Magnetic Fastener Holder



Puyallup, WA (October 25, 2010) Pro-Fit Carry Systems, a leading innovator of Modular Tool Carry platforms and accessories, introduces their Magnetic Fastener Holder.

As craftsman, mechanics and DIY'ers continue to look for ways to increase efficiency and convenience while working on their latest project, Pro-Fit Carry Systems comes to the rescue.

No more searching pockets for small components to the job at hand. Embedded with a super strong magnet the Magnetic Fastener Holder acts as a vital, on the job tool allowing you to carry and easily access nails, screws, bits, and small tools.

Constructed of heavy-duty leather and construction grade nylon, the holder is embedded with an intensely strong magnet. The snap on strap works with the complete line of Pro-Fit's modular platforms and pouches. The roomy holder measures 3½"W x 4½"H x ½"D.

Pro-Fit's complete product line, was developed by technicians, tradesman and craftsman, all who require the best when it comes to convenience and secure visible tool management. The entire Pro-Fit system is compatible with all platforms, and all products are manufactured from the toughest materials available to insure long and dependable service. Pro-Fit Carry Systems stands behind their motto "The easiest way to carry your tools!" 253-310-6308 www.pro-fitcarrysystems.com SEMA: Booth # 10253.

###



The Free Internet-Based Parts Look-Up Service for Performance Parts & Accessories Guaranteed to Grow Your Sales

We're excited to announce products from Drake Off Road are now available on the CatalogRack sales network. They're a leading manufacturer of parts for Jeep®, FJ Cruiser, Hummer and Bronco. DCi's CatalogRack sales network connects buyers with sellers. In fact, DCi connects thousands of resellers and millions of consumers for over 200 of the industry's leading brands in several ways:

- DCi's CatalogRack.com, replacing paper catalogs on the sales counter at over 7,400 reseller locations that access over \$1 billion worth of products every year;
- DCi's CatalogRack eStore services, helping independent brick and mortar auto parts retailers compete in today's online world;
- DCi's data feeds the industry's largest chain stores, warehouse distributors, mail order companies and Internet resellers, and lets manufacturers comply with dozens of proprietary data formats;
- DCi sends new product news and new fitment applications to the entire industry;
- DCi sends product data to search engines like Google where automotive parts shoppers go to make buying decisions.



DCi's exclusive StockChek service also lets resellers locate inventory at hundreds of distributor and manufacturer locations, helping eliminate lost sales.

If you would like more information on how DCi and the CatalogRack sales network eliminates lost sales, helps launch new products, increases sales and gains product exposure through every channel of distribution, contact Mark Toeppen, DCi president at (515) 276-0442, x123 or at mark@dcinet.com.

Thank You

DCi's CatalogRack Support Team
"Linking Buyers and Sellers"
Helping the Performance and Accessory Industry Expand Sales

PVI

VISIT WWW.CATALOGRACK.COM FOR MORE INFORMATION

###

PECCA LEATHER EXPANDS TO NEW HEADQUARTERS

DOWNEY, CALIFORNIA...In a move designed to provide enhanced warehousing, customer service and

manufacturing capabilities, Pecca Leather has relocated to expanded facilities in Downey, California, according to a recent company announcement.

The new 10,060 sq. ft. headquarters consists of enlarged office space housing administrative and sales staff as well as 9,000 sq. ft dedicated to warehousing inventory and a newly created cut-and-sew operation, which includes an area set aside for teardown and prototyping.

According to Jeff Cater, vice president of sales and marketing, these new features will enable Pecca to more quickly prototype and design leather kits for new-model vehicles and provide superior custom capabilities. Future plans include the creation of on-site photo studio.

"We are very excited by our move to new headquarters," said Cater. "Speed to market is very important. Pecca is experiencing significant growth and the new facility enables us to better serve our customers now and in the future. It's particularly beneficial that we've been able to incorporate a full cut-and-sew setup."

Pecca Leather employs a staff of 20 including outside sales personnel. The company manufactures an extensive line-up of ready-to-install leather kits. The OEM-quality kits fit a wide range of import and domestic passenger cars, pickup trucks and sport-utility vehicles. Six nationwide warehouses ensure 24-hour delivery service. Pecca Leather is a TS16949-certified manufacturer and Tier One supplier of automotive interiors to various automakers. For details, call 1.877.Topkits; email to info@peccaleather.us.

###

MadStache
VIDEO • ANIMATION • WEB

FOR IMMEDIATE RELEASE:

Bradley David Productions, Inc. becomes MadStache, Inc.

Evansville, IN (11/1/10) - Bradley David Productions, Inc., has changed its name to MadStache, Inc., reflecting a change in ownership that took place earlier this year. The new name is a reference to the trademark mustache of Dennis Gage, host of the firm's flagship television series, My Classic Car. Dennis became a co-owner of the company soon after its founding in 1994; in January 2010 he became the sole owner.

While primarily known for television production with a number of series and specials to its credit, MadStache is a full-service, multi-media company recognized for award-winning commercial production. It provides state-of-the-art, high-definition capabilities from acquisition through postproduction, as well as 3D animation, DVD authoring, and web design. Clients include such wellknown companies as Ford Motor Company and BMW Motorrad USA. While television remains a cornerstone of the company's portfolio, MadStache plans to significantly expand its commercial production business going forward.

"I'm looking forward to this next chapter in the evolution of the company," says MadStache President & CEO Dennis Gage.



"It's the same great company, just with a cooler name." Now in its 15th season, My Classic Car is the longest running show on SPEED channel, which reaches 80 million households in North America. Additional MadStache TV series include Popular Hot Rodding Television, Corbin's Ride On, Texas Hardtails, and Trippin' on Two Wheels. The company has also produced one independent film, Novem. New television series are in development.

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###

Bosscos International Lands Product Placement in Ace Hardware Member Cooperative

San Diego, CA (October 28, 2010) Bosscos International, an industry leader in the all-in-one portable illuminators, is extremely excited to announce the placement of their Cuff Lite and Luma Lite products in all four San Francisco Cole Hardware locations.

"Once we realized the many ways Cole Hardware draws customers into its stores and the creative techniques they use, we knew we wanted to see our products there," commented Clifford Wright, President and inventor of Bosscos's line of unique LED products.



Bosscos's Cuff Lite is a lightweight, one-size fits all, multi-purpose illuminator featuring elastic finger loops and a comfortable, adjustable wristband. The unique design allows you to pull it on over work gloves or bare hands for an instant flashlight.

The Luma Lite is a must have addition to any toolbox. It comes with a built-in magnetic base and optional Velcro and hat clip attachments allowing you to work, hands free, with intense direct light on any project near or far.

Both products have an unending array of uses including tools for auto mechanics, plumbers, electricians, handymen, and outdoor sportsmen. The Cuff Lite and Luma Lite are also handy when used as a nightlight for walking, bicycling, setting up camp or as an emergency lighting tool during power failures.

Cole Hardware is a family owned, full service hardware retailer located in San Francisco and are a member of the Ace Hardware cooperative of independently owned hardware stores.

Bosscos International offers some of the most innovative, highly advanced and superior quality products on the market today. SEMA Booth # 10253 Call 858-391-9219 or visit www.bosscosinternational.com

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