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American Speed Company Introduces a New Version of the Speed33 Body

Priced under 20k

PLYMOUTH, Michigan – American Speed Company, the Detroit manufacturer of those gorgeous Speed33 convertible bodies, has just released its newest version of the body, this time as a low-cost speedster.

The no-frills, all-steel roadster body is actually a standard Speed33 body with all the mounts and supporting framework included for the folding top, stainless windshield, and power window assemblies, but those components are not included, and may be ordered later.

The American Speedster puts the company on even ground with other “as shipped” offerings by steel body manufacturers whose bodies do not include folding tops, stainless windshields, and power windows.

Mark Trostle, president of the company stated, “We think it’s a good time to meet the market where it is by offering the customer a lower-priced choice. Other manufacturers sell bodies that don’t come as fully equipped as the Speed 33, so the Speedster option serves to level the playing field. Our competitive advantage is that the customer can upgrade our body later if he wishes. In the current economy, we believe this kind of flexibility will benefit the company and the customer as well.”

The upgradeable bodies are designed to be racy, low-slung hot rods with early-era styling elements such as individual windscreens and a new “full face” grille filler that the individual owner can be drilled and modify to suit his own taste. A rendering of the new Lakes Racer demo car that will be displayed during the 2009 season is shown here.

American Speed Company supports its bodies with a variety of chassis and frame choices, as well as a broad array of components that make it easy to acquire everything necessary to build a car that fits any desired theme

About American Speed Company: Founded in 2006, American Speed Company is an automotive and product development company started by Industry design veteran, D. Mark Trostle. Headquartered in Plymouth, Mich., the company offers everything from personalized components to complete vehicle design.

Photo Editor’s Note: High-resolution images of Mark Trostle as well as the American Speed Company logo and Speed33™ logo are available for download from the American Speed Company web site at www.americanspeedcompany.com.