



PRESS RELEASE

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See How It's Made - *At American Speed Company's Detroit Open House*

PLYMOUTH, Mich. (February 9, 2008) – If you've never seen how they manufacture car bodies and show cars in Detroit, your once-in-a-lifetime chance is coming up fast. American Speed Company, manufacturer of the all-steel Speed 33 convertible body, is opening its doors for you to come for a visit.

The big event is scheduled to take place on Saturday, May 10th, so go online now to start shopping for those plane tickets. This is a day in Detroit that proves to be one you'll never forget. You'll be treated to a behind-the-scenes look at how the Speed 33 bodies are stamped, fixtured, and assembled, and a full day of activities that includes an up-close look at the process that transforms a flat piece of metal into a quarter panel, and also how the subframes are formed. But that's only the beginning.

You'll also get a look at a unique aspect of Detroit car-building that includes tours of two of American Speed Company's close neighbors—car-building facilities that produce OEM showcars and a new amphibious sports car. Some big-name magazine editors and well-known car builders will also be on hand, and food will be included, so you won't need to pack a lunch, just your camera. The day will move along at a rapid pace, and you'll go home with plenty to talk about.

American Speed Company has continued to hone its assembly processes and is now filling orders within a timeframe of just 3-4 months, making it one of the fastest deliveries of a steel body anywhere. The company also offers a full line of complimentary components for its cars, which includes roll pans and hoods, and full rollers are now available. An all-new full-fendered demo car will be shown all over the country throughout the 2008 season.

To get on the official mailing list for this super open house event, or to see an '08 show schedule where you can see a finished car this season, visit www.americanspeedcompany.com or contact Kevin McLoughlin at 734.451.1141.

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

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