



PRESS RELEASE

EMBARGOED FOR RELEASE

7/5/2006 8:00 AM

**Industry Design Veteran Unveils A New Name In Hot Rodding: The American Speed Company**  
*Introduces The Next Generation In All-Steel Convertible Hot Rods – The Speed33™*

PLYMOUTH, Mich. (July 5, 2006) – Industry design veteran, D. Mark Trostle, has introduced a new name in hot rodding – the American Speed Company, of Southgate, Mich. -- that offers everything from personalized components to complete vehicle project execution. While the company itself is new to the hot rod scene, the individuals behind the company have a long history in specialty car and hot rod design, engineering and vehicle execution.

“I’m pleased to introduce American Speed Company,” said Mark Trostle, American Speed Company president. “It has been my dream to own and operate my own hot rod shop, and the formation of this company has provided me and the American Speed team with a great opportunity to introduce exciting new products to hot rodders, while establishing the American Speed Company as a benchmark for quality and personal craftsmanship.”

Trostle brings more than 30 years of design expertise to the American Speed Company. He has been involved in design projects with automotive OEMs around the world on an astonishingly wide variety of products, including the Chevrolet SSR, the Buick GNX, and numerous concept cars. He is an active member of the automotive design community, serving on judging committees for organizations such as the Meadow Brook Concours d’Elegance as well as the Eyes on Design Concours and “Design Excellence” awards at the North American International Auto Show. A car enthusiast at heart, Trostle worked with his father to build his first car, a Ford Model A Coupe, at just 13 years old, and has built more than ten cars since that time. His current project is a 1940 Ford convertible.

Trostle has gathered a leadership team of hot rodding enthusiasts who add more than 40 years of design, engineering and program management experience to the company. The team includes designers, fabricators, business managers and project managers, who offer customers the professionalism acquired through years of OE experience -- whether it be on production vehicles or the many concept/show vehicle builds completed through the years – as well as their personal drive and enthusiasm for grass-roots hot rodding.

**The Speed33™**

The American Speed team has funneled their design, engineering and manufacturing experience to create a new concept – the Speed33™. Based upon the 1933 Ford roadster, the Speed33™ applies American Speed Company’s design talents to the same sound principles of style and quality that made the original ‘33 a success with rodders – with a key benefit – more room!

The Speed33™ is equipped with structural components that are tied to high-quality body panel stampings that stay true to the original design, and features a number of firsts in the industry, including the first



modern, fully-integrated convertible top in a '33; the first full substructure design for maximum body rigidity; the first integrated windshield stanchion and windshield frame; as well as the first body design to compensate for both fenderless and full-fendered treatment.

While it honors tradition, the Speed33™ is equipped with subtle improvements throughout that lead to ease of build, use and driving experience. The body is fitted with a stainless steel windshield frame and stanchions, as well as the convenience of power side windows, and is topped with a contemporary OEM-spec convertible top assembly that stows completely away under a hard tonneau when not in use. Top up or top down, this body is a real beauty!

The design and engineering work for the Speed33™ is well underway, and American Speed Company plans to have the first body on display later this year.

American Speed Company was built upon the idea that a car is more than just transportation – it is a representation of personal dreams and desires. Each inspiration by American Speed Company is built with exceptional design, craftsmanship, quality, and most importantly, passion, which helps to bring car enthusiasts' dreams from a mere thought to a super-charged reality. For more information on American Speed Company, visit [www.americanspeedcompany.com](http://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](http://www.americanspeedcompany.com).

###