



PRWeb: Automotive Aftermarket





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Magnalight.com Offers Ultra Heavy Duty Version of their LED lights for Extreme Environments

Larson Electronics' magnalight.com adds a ruggedized version of their LED lights for extreme environments that features a u-bracket style mounting option for greater diversity of mounting and a removable face plate so operators can change optics for enhanced beam management.

(Vocus) November 20, 2009 -- For high humidity environments with extreme changes in temperatures, Larson Electronics' magnalight.com added a ruggedized model of their LED lights. The [LED lights](#). The housings are machined from a single piece of aluminum billet and the solid state electronics are placed within the cavity. The aluminum face plate is bolted into place over an o-ring seal. This design enables operators to safely remove and replace the face plate to adjust the optics and change beam patterns. The LEDLB-EM-4 and related LED lights also offer a new trunnion mounting option. The u-bracket is bolted to the surface and the LED light can be positioned across 270 degrees of possible angles. Operators can mount the LEDLB-EM-4 light to a wall and point the light straight up, straight down or any angle in between. The LEDLB-EM fixtures are heavier in weight and are not as sleek looking as their lighter weight LEDLB LED light brethren, but they offer air tight sealing, more optics options and a greater angle mounting options.

“The LEDLB series is very popular, but we wanted to create a heavier duty model and eliminate all but one seal for those high humidity environments where extreme temperature changes are common,” said Rob Bresnahan with Larson Electronics' magnalight.com. “In certain parts of the world, if the LED light rapidly cools and heats in very high humidity environments, the tiniest imperfection in a seal can cause moist air to be drawn in and trapped in the fixture. In the LEDLB LED light series, the operator can remove the end caps to adjust or install alternative mounting options. If those caps are not replaced to specifications, imperfections in the seal can enable moisture to enter and condensate. In the LEDLB-EM LED light series we eliminate that issue by machining the entire housing out of one piece of aluminum billet. However, we also offer a trunnion style mounting bracket, where operators have a greater range of mounting angles available to them. This was in response to customer feedback. Now operators can install the bracket and can position the light over 270 degrees of angles. The LEDLB-EM LED light series is heavier in weight, but offers the operator easier access to the optics, so they can easily change from a spot pattern to a flood pattern if their needs change down the road. We are examining a variety of optics and lens for these LED lights, so in the future operators can really tune the light to their specific beam requirements. The current LEDLB LED light series is sleeker and lighter weight and the operator is committed to the beam pattern they initially select.

Larson Electronics offers a wide range of LED lighting, from LED spreader lights to [explosion proof LED lights](#) for hazardous location areas. You can learn more at magnalight.com or call 1-800-369-6671 (1-214-616-6180 international) for more information.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

Magnalight.com Adds Magnetic Mount 120 Watt LED Light with 7200 Lumen Output

Larson Electronics' magnalight.com added a high powered, 7200 lumen [LED light](#) with magnetic mounts and coil cord with cigarette plug for temporary lighting on vehicles, equipment and other low voltage applications. By eliminating the need to drill holes and run wire harnesses, the LEDLB-40-M offers industrial, commercial and military customers powerful, convenient and durable lighting solutions.

(Vocus) November 19, 2009 -- Larson Electronics' magnalight.com added another high powered magnetic mount LED light to its growing range of surface mount and magnetic mount LED lights. The [LEDLB-40-M magnetic mount LED light](#) produces 7200 lumens of light and is mounted with 4 adjustable magnet mounts. Powered by a detachable 16 foot coil cord with cigarette plug, the LEDLB-40-M draws only 10 amps on 12 volts and can operate on voltages ranging from 9-32 volts DC. Encased in a finned, aluminum housing, each of the 40 LEDs that make up the array is seated within its own individual reflector. The result is a bright, white even beam that reaches more than 1300 feet and spans 330 feet in width.

“We are continuing to look at ways to improve the ease of mounting and usage of all of our lights,” said Rob Bresnahan with Larson Electronics' magnalight.com. “With our [explosion proof lights](#), we look for ways to make surface mount hazardous location lights portable, by adding wheels, carts and other conveyances. With our LED lights, we look at magnet mount options, so operators can avoid drilling holes and wiring harnesses, etc. We have also done the same with our HID lights, by adding magnets, pedestal mounts and other temporary use options. This particular LED light is 20 inches long, so we equipped it with 4 magnetic bases, which provides 400 pounds of magnetic grip, distributed along 20 inches. As such, operators can use this light on moving vehicles and equipment. As always, we recommend testing the LED light fixture's grip on each mounting surface to assess its grip. Different alloys, contours and other variables can impact the effectiveness of the grip. We offer a variety of detachable cords, including coil cords with cigarette plugs, straight cords with ring terminals, battery clamps and a variety of other power options.”

Larson Electronics' magnalight.com offers a wide array of explosion proof lighting, LED lighting and other portable and magnetic mount lights for industrial, commercial and military customers around the world. You can learn more about Larson Electronics at magnalight.com or call 1-800-369-6671 (1-214-616-6180 international).

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2010 Hurst Camaro Debuted at SEMA Is Shipped By Reliable Auto Transport

Reliable Auto Transport was honored to be selected to ship the 2010 Hurst Camaro. The Camaro debuted at the 2009 SEMA show in early November.

(PRWEB) November 20, 2009 -- [Reliable Auto Transport](#) received the heavy contested prize of shipping the first 2010 Hurst Camaro from its 2009 SEMA debut to its home in New Jersey. The Camaro was on display at the SEMA show from November 3rd through the 6th and Reliable Auto Transport was contracted to move the Hurst Camaro from the SEMA show in Las Vegas, NV back to NJ, once the show ended. Reliable Auto Transport provides nationwide auto transport services, industry information, and industry news to dealers, corporations, and individuals moving cars across the United States.

Sure to be a hit with collectors worldwide, Hurst Performance has done it again with the 2010 Hurst Camaro. The modifications included: custom paint scheme, Hurst 20 inch wheels, BF Goodwrench tires, custom floor mats, Hurst Competition aluminum shift stick, Hurst Air-Speed rear spoiler, and Hurst graphics. Although the production number is unknown, it is undoubtedly going to be a highly sought after ride.

Individuals, dealerships, and corporations all use [auto transport services](#) for a variety of reasons, including car shows. Each person or entity must choose the company that best fits their needs. "There is a large amount of competition in the auto transport industry today, and Reliable was honored to be trusted as the car transport company of choice for this move," said founder, Matt King. Reliable Auto Transport has a good reputation in an industry that has a fair amount of bad companies. Co-owner Adam Talburt suggests, "Do your research. Make sure you know the company you are hiring to move your vehicle whether it is Corolla or a Bugatti." A good place to start looking into a company is the BBB. They are an unbiased source of information.

About Reliable Auto Transport:

Reliable Auto Transport provides door-to-door, open and enclosed, fully insured car shipping services across the United States. Reliable makes it easy to get [online car transport quotes](#) with a simple one page form. People who would rather speak to a service representative can call 800-689-6498. Reliable is licensed and bonded by the Federal Motor Carrier Safety Administration, MC # 616917.

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You can read the online version of this press release [here](#).



My Plates Sales Start Tomorrow

Texans get fun, colorful choices in official DMV license plates.

Austin, TX (Vocus) November 18, 2009 -- Get ready to rock the roads, people. My Plates are back. Tomorrow, My Plates in partnership with the Texas Department of Motor Vehicles launches 15 fun, colorful license plate designs with prices lowered for the current economy.

More than two thousand Texans registered their interest in getting My Plates during the year the program was on hold. Tomorrow, they and you can go to www.myplates.com, pick your design, spell your message, and order. The plate arrives in about three weeks for pick up at your county tax office.

My Plates is a public/private program created by the state legislature to offer Texans more choices in the color and design of their license plates, while at the same time raising money for state services. The State of Texas receives revenue from the sale of every plate with a guaranteed minimum return of \$25 million dollars over five years.

My Plates come in colors and designs to reflect every personality. From hot pink and burnt orange to western and vintage themes, the plates range from \$55 to \$195 for a one-year plate. Prices depend on how many letters and numbers you need to spell out the combination you want on your plate. If you purchase a five- or ten-year plate, the per-year price goes down. All the prices are laid out at www.myplates.com.

Every one of the original My Plates categories will cost less under the new pricing, dropping from \$10 to \$200 from last year. There are even a few new designs that will be offered for the first time. Create your plate at www.myplates.com. You can also call My Plates at 1-888-7MY-PLAT(ES), Monday to Friday 8a-6p.

Contact Kim Miller Drummond at 512.423.4237 or [kim\(at\)myplates.com](mailto:kim(at)myplates.com) for interviews with:

- Texans with My Plates on their cars - interesting stories behind their plates
- County Tax Assessors - the official word on how plate pick-up works
- My Plates program leaders - fun facts about the program and lots of background info
- Jpegs of plates personalized with the name of your media outlet
- My Plates Brochure - if you received this release electronically, the brochure is attached

BACKGROUND:

The Texas state legislature is the first in the U.S. to create a public/private program to get creative with license plates to raise money for the state. The program has been popular because it costs taxpayers nothing and offers all Texans a fun choice in customizing their car. In just a few weeks of sales in 2008, about 1300 Texans bought My Plates for their cars, helping the program raise about \$170,000 for state programs and services.

The first company that was awarded the contract to run My Plates ceased operations last fall, citing the U.S. economic crisis. In August 2009, TxDOT awarded a new contract to a joint venture between Pinnacle Technical Resources of Dallas (www.pinnacle1.com) and Etech, Inc. of Nacogdoches (www.etechnic.com). My Plates sales



resume November 19.

My Plates operates in partnership with the Texas Department of Motor Vehicles (TxDMV). TxDMV is a new state agency that oversees the state's motor vehicle services, including the registration of passenger vehicles and the sale of license plates.

My Plates designs and markets new specialty license plates in partnership with the Texas Department of Motor Vehicles. My Plates' goal is to create a long-term, mutually beneficial relationship designed to maximize revenues for the state through the sale of My Plates specialty plates. My Plates is dedicated to providing Texans with greater choices in specialty plate designs, a unique way to add personality to your vehicle, and unmatched customer service. My Plates is run through a joint venture of Etech, Inc. of Nacogdoches (www.etechnic.com) and Pinnacle Technical Resources of Dallas (www.pinnacle1.com). More at www.myplates.com.

TxDMV is responsible for the registration, titling and credentialing of personal and commercial vehicles. It also licenses vehicle dealers and issues operating authority for commercial motor vehicles and buses. TxDMV also is home to the Auto Burglary and Theft Prevention Authority (ABTPA), which awards grants to law enforcement agencies to reduce auto theft and increase public awareness and education. To learn more, go to www.TxDMV.gov.

For Immediate Release
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Magnalight.com Adds Sliding Bracket Mounts to Hazardous Location Fluorescent and LED Lights

Larson Electronics' magnalight.com offers a new sliding bracket mounting system for its HAL-48-2L Class 1 Division 2 fluorescent light and the HAL-48-2L-LED Class 1 Division 2 LED light.

(Vocus) November 18, 2009 -- Larson Electronics' magnalight.com announced the addition of sliding bracket mounts to its [HAL-48-2L and HAL-48-2L-LED Class 1 Division 2 lights](#). Popular with drilling rigs and other hazardous area locations, the HAL-48 series, equipped with sliding bracket mounts, enable operators to use existing mounting holes or adjust the mounting brackets to available beams and other supports. The HAL-SBM is the designation for the sliding bracket mount, which is the alternative to the standard inverted L-shaped end mount brackets the normally ship with the hazardous location light fixture.

“By adapting the housing to include a channel for the two mounting brackets, operators now have the ability to position the two mounting brackets at just about any distance apart,” explained Rob Bresnahan with Larson Electronic' magnalight.com. “By sliding the individual mounting brackets along the channel, operators have the freedom to set mounting holes on the surface from 3 inches apart to 48 inches apart. Plus, each bracket can be set at different angles. For operators replacing existing fixtures or installing new ones, this Class 1 Division 2 light offers a lot of versatility for mounting options. We now offer the HAL-48-2L with T8, T12HO or T5HO bulbs. More interestingly, we now ship this hazardous location light with LED T-series tube style LED bulbs. The [HAL-48-2L-LED Class 1 Division 2 LED Light](#) offers solid state LED technology for vibration resistance and 50,000 hour life hours. Moreover, the 24 Watt LED tube bulbs are approximately 15% brighter than a 32 watt T8 bulb.

Larson Electronics offers a wide array of [explosion proof lights](#) and hazardous location lights. Ranging from UL 783 certified portable explosion proof lighting to UL 844 certified surface mount lighting, magnalight.com has lighting solutions for nearly every type of hazardous location area. Visit [magnalight.com](#) or contact 1-800-369-6671 (1-214-616-6180 international) for more information.

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Classic Recreations Releases Details on Official Shelby G.T.500CR

Classic Recreations announces preliminary specifications and model line details for officially licensed Shelby G.T.500CR continuation vehicles.

Yukon, OK (Vocus) November 18, 2009 -- Custom coachbuilder Classic Recreations has released preliminary technical details and package specifications for the G.T.500CR, a 1967 Shelby continuation vehicle that was announced opening day of the annual SEMA Show in Las Vegas. All three G.T.500CR models will feature a hand-built 427 cubic inch (7.0L) engine, model specific bodywork, custom paint and hand-stitched upholstery. Every car will have an official Shelby serial number, badges and will be included in the official Shelby Worldwide Registry.

The G.T.500CR will be offered in three models. The "Intro" model is powered by a 545hp fuel injected 427, built in-house at Classic Recreations using top-shelf performance parts and Mass Flo digital fuel injection. A 150hp NOS nitrous oxide system provides extra power when needed. Upgraded suspension and power rack and pinion steering modernize the car's handling, and a Tremec five speed manual transmission sends the power to ZR rated tires on 17x8" Shelby 427 wheels over front and rear cross drilled Shelby/Baer brakes. Inside, the driver will find a custom stereo, climate control and Carroll Shelby Signature seats, gauges, console, and floor mats. The exterior is available in five different color schemes and features authentic Shelby Performance parts, such as lights, emblems and a real Shelby Le Mans racing gas cap.

The "Performance" model has all the features of the "Intro", including the 150HP Nitrous system, rack and pinion steering and 160mph speedometer, plus Carroll Shelby Scat Rally series 1000 seats, larger 17x9.5 rear wheels and a Total Control front and rear coilover suspension system for modern sports car handling.

The "Venom" maintains the authentic Shelby look of the "Intro" and "Performance" models, but boosts horsepower to 780hp with an F1-R Intercooled ProCharger supercharged engine. The interior is upgraded with a 200mph speedometer and racing-style bucket seats. The "Venom" also boasts suspension and chassis upgrades as well as 17x11" rear wheels and wider ultra high performance Goodyear tires. Model line specifications and details are subject to change.

About Classic Recreations

Classic Recreations founder Jason Engel, and his company's team skilled technicians and craftsmen, have been modifying and custom fabricating high-performance vehicles for more than 10 years. Each built-to-order vehicle takes approximately four months (nearly 2,500 man hours) of painstaking assembly. Find out more about how to get your own customized vehicle at www.1967fastback.com.

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You can read the online version of this press release [here](#).

Magnalight .com Adds Battery Powered Portable LED Lighting for Work Area Illumination

Larson Electronics' magnalight.com adds a new portable LED light tower for work area illumination for utility workers, construction and military lighting needs. The lightweight, durable WALP-2960 LED light offers a 40 foot radius of light for up to 12 hours of run time in an easy to carry, 15 pound collapsible package.

(Vocus) November 17, 2009 -- Larson Electronics' magnalight.com added a new LED light for portable work area illumination. Positioned for utility operators and other first responders, the [WALP-2960 portable LED light](#) is designed as a lightweight LED lighting solution that illuminates a 40 foot radius around the light. With an integral seal lead acid battery, the operator can pull the LED light out of the truck and place it next to the work area. The push button on the carrying handle enables the operator to elevate the LED light head from a collapsed carrying position to higher positions to illuminate the surrounding area. The LED light head itself consists of two panels, each pointing in opposite directions. The operator can choose between using one LED panel or both LED panels, depending on run time requirements and required illumination. With 6 hours of run time with two panels and 12 hours of run time with a single panel, the 2960 lumen output light is designed to run all night. The panels tilt, enabling the operator to position the beam downward into manholes or other below surface areas. The stable design offers a low center of gravity, which makes it safe and effective in high winds and bad weather. The portable LED light can be powered via a vehicle battery via a coil cord and cigarette plug or run directly off of AC voltage, ranging from 120 volts to 240 volts. The integral 12 volt 7 amp hour battery is replaceable and rechargeable.

“The WALP-2960 is another approach to portable LED work lighting,” said Rob Bresnahan, with Larson Electronics' magnalight.com. “The size, shape and function of this LED light is very similar to ‘roller board’ luggage. The collapsible handle extends with a push of a button. However, in this case, the LED light head elevates to a height of 4 feet, with the handle offering more elevation and illumination. The WALP-2960 offers long run time, lightweight form factor and 2300 Lux at 2 feet from the LED light fixture. The wide, rubber base offer weather protection and stability. Once collapsed, the LED light can be tossed in the truck and carried to the next location. At 15 pounds, it is much lighter than our WAL-16LED-BP [portable LED light tower](#), which weighs 55 pounds, but offers a wheeled base for portability and 8 foot elevation for the lighting. The WAL-16LED-BP light tower offers wider area coverage to 200 feet, longer potential run times and more control over the lighting output. However, the new WALP-2960 is easy to move, covers a 40 foot radius around the light and runs up to 12 hours with a lower price point. Once collapsed to 2 feet, it is compact and secure, which makes it easy to store on the work vehicle. Basically, different LED lighting solutions for different requirements,” Rob concluded.

Larson Electronics' magnalight.com offers a wide range of portable lighting for the utility, construction and military marketplace. Ranging from the established Magnalight HML [12 and 24 volt handheld lights](#) with magnetic bases to portable metal halide light towers and now portable LED lighting, Larson Electronics' magnalight.com is a one stop shop for lighting needs for commercial, industrial and military applications around the world. You can learn more by visiting [magnalight.com](#) or call 1-800-369-6671 (1-214-616-6180



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Belle Tire Celebrates the Grand Opening of Two New Locations

Belle Tire is pleased to announce the grand opening of two new Michigan stores located in Battle Creek and Monroe. Both locations stock over 250,000 tires ready for immediate installation and offer services including, but not limited to: wheel alignment— which many other tire retailers don't even offer, brake systems, oil and lube, steering and suspension, windshield repair and replacement, air conditioning, batteries, starters and alternators, shocks and struts, cooling systems, and more.

(PRWEB) November 18, 2009 -- Belle Tire is pleased to announce the grand opening of two new Michigan stores located in Battle Creek and Monroe.

The Battle Creek store, located at 2822 Capital Ave. S.W. just south of I-94 at the corner of Beckley and Capital, opened Sept. 30, 2009.

"This is the first Belle Tire store in the Battle Creek area and we are pleased and excited to be entering this new market," said Don Barnes Jr., President of Belle Tire. Belle Tire currently has four locations in the Kalamazoo area.

The Monroe location, at 1776 N. Telegraph Road, will open its doors Wednesday, Nov. 25, 2009 and host a ribbon cutting ceremony on site at 11 a.m. Currently Belle Tire has locations in Toledo and Woodhaven to service the Monroe area; this is the first location in the Monroe market. Special Grand Opening savings postcards will be mailed to 53,000 area residents offering \$20 off anything the Belle Tire location sells with no minimum purchase required.

"Belle Tire is absolutely thrilled to be in the Monroe area. We've worked for years to find the best building site in Monroe and we're extremely happy with the outcome. We look forward to earning the business every day of our new neighbors and promise to always provide a great value and service. The Frenchtown township building officials and Fire Department were among the best to work with and we thank them" said Jeff Kruse Vice President of Retail Operations.

Belle Tire stocks over 250,000 tires ready for immediate installation. Customers at both stores will have access to top tire brands including:

- * Goodyear
- * Michelin
- * Toyo Tires
- * Kelly Tires
- * BFGoodrich
- * Bridgestone
- * Continental
- * Sumitomo Tire



Services offered at the Monroe and Battle Creek locations include, but are not limited to: wheel alignment—which many other tire retailers don't even offer, brake systems, oil and lube, steering and suspension, windshield repair and replacement, air conditioning, batteries, starters and alternators, shocks and struts, cooling systems, and [more](#).

Both the Battle Creek and Monroe stores will employ 15 people, which include manager, assistant manager, sales staff and Automotive Service Excellence (ASE) certified technicians. The store hours at both locations are Monday and Thursday, 8 a.m. to 8 p.m.; Tuesday, Wednesday and Friday, 8 a.m. to 6 p.m.; and Saturday, 8 a.m. to 5 p.m. Both locations are new construction stores featuring 9800 square-feet and include 12 service bays to better serve the customer.

About Belle Tire

Allen Park, Mich.-based Belle Tire was founded in 1922 when it opened the first Belle Tire location in Detroit, Mich. Today, the company has expanded to 80 locations across Michigan and Ohio. Belle Tire offers discount tires and variety of car care needs, ranging from auto glass repair, auto glass replacement, brakes, alignments, batteries, shocks and struts, exhaust system repair, batteries, and oil changes. For more information about Belle Tire, visit <http://www.belletire.com/>. Join the Belle Tire Advantage today, <http://belletireadvantage.com/>.

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GGI European Tuning to showcase the only 100 Carlsson Tuning Kits for Smart Cars in the USA

And to mark the occasion, GGI European Tuning hosted a very special event at The Webster's exclusive rooftop in Miami Beach last November 11th: "SMART AT THE TOP"

(PRWEB) November 17, 2009 -- Smart at the Top gathered Smart Car Enthusiasts for a night of fun and cocktails. Smart cars surrounded the site, making it a unique spectacle, three brand new Smart cars featuring the Carlsson tuning kit marked the entrance to the event.

The night was filled with surprises and joyous moments when 10 lucky guests took home one set of Continental tires each, while one very happy Smart owner took his SMART TO THE TOP when he won a full Carlsson tuning kit (installation included) valued at \$9,000

Only 99 kits remain available to the market, 33 of which will be available at special price and financing for Smart enthusiast that register [HERE](#)

On a night defined by the uniqueness of the venue, [Roberto Cavalli Vodka](#) and Frida Kalho tequila delighted guests with signature drinks, while [Caviar Kaspia](#) treated the guests with their exquisite hors d'oeuvres; all under the impeccable event organization of PHP Enterprises.

GGI EUROPEAN TUNING

[GGI European Tuning, Inc.](#) prides itself as one of the leaders in the tuning accessories and tires Industry. We have become the market leader in our industry, steadily growing and enhancing our corporate reputation as a true number one company.

CARLSSON TUNING KIT FOR SMART CARS

Established in Germany in the 1980's, [Carlsson](#) is the world leader in Mercedes Benz tuning parts. Innovation and constantly increasing know-how ensure that Carlsson is able to set trends. Carlsson is pleased to announce a comprehensive personalization program for the second generation Smart Fortwo, the smallest car in the Daimler AG vehicle range. Carlsson is giving you the choice of a full-range design-program for Smart. This individual, fresh look developed by Carlsson will enable the small but smart trend-setter to gain its position on the automobile walk of fame.

Carlsson's aerodynamic shape is tailor-made for this city runabout and adds the typical sharp, sporty Carlsson look. The fact that it stabilizes the vehicle at higher speed can only be regarded as an extra value asset. The highest quality in component design and manufacturing techniques transforms the popular Smart Fortwo into an even more sporty and individual runabout.

All tuning starts with a set of distinctive alloy wheels. Apart from looking good, an alloy wheel should be light and strong, qualities that complement the agile handling of the Smart Fortwo. The Carlsson aerodynamic styling

additions give the Smart Fortwo a significantly more purposeful look all round. The polyurethane front spoiler, which attaches to the standard bumper, is complemented by an electro-polished, stainless-steel grill insert and fog lights with chrome surrounds.

At the rear, a new valance, also molded from OEM quality polyurethane, incorporates a diffuser. Carlsson offer this in combination with a stainless-steel rear silencer with four polished tailpipes, this exhaust upgrade looks good and delivers a deeper, more sporting note. Carlsson 16-inch-wheels on the front and 17-inch-wheels on the rear axle, lowering and the sport exhaust lead to enhanced steering and driving dynamics. The futuristic aluminum interior equipment is the ideal complementary match for this perfectly styled cult car.

Carlsson's Smart... go your own way!

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You can read the online version of this press release [here](#).

Magnalight.com Adds Remote Controlled Thermal Imaging Camera

Larson Electronics' magnalight.com introduces the RCL-336 remote controlled, pan tilt style, thermal imaging camera. By incorporating a high resolution Flir camera into an established remote controlled spotlight chassis, the RCL-336 enables military, industrial and commercial operators to scan plant and equipment for thermal energy hot spots that indicate potential problems from inside their vehicles. Thermal imaging technology is already used today by the same customers that magnalight.com provides with [explosion proof lighting](#) and [remote controlled HID spotlights](#).

(Vocus) November 16, 2009 -- Larson Electronics' magnalight.com extended its range of infrared oriented devices, by adding the [RCL336 remote controlled thermal imaging camera](#). A small Flir infrared thermal imaging camera is imbedded in remote controlled pan tilt base system that enables the operator to position the camera's field of view with 360 degrees of rotation and 140 degrees of tilt. The motor control for the pan tilt camera base includes four directional buttons, fast and slow movement control and basic on and off functionality. The remote controls include radio based handheld and dash mount controllers and a hard wired dash mount controller. The remote controlled, motorized pan tilt thermal imaging camera can be permanently or magnetically mounted and passes information to a 6 inch black and white monitor. While military and law enforcement can benefit from an externally mounted, remote control thermal imaging camera to discern targets and threats in low light areas, the RCL-336 has application in many industries. Utilities can use thermal imaging to detect problem areas in generation, distribution or supply equipment. Manufacturers and petrochemical companies can use the remote controlled Flir camera to scan facilities and product for problem areas.

“We are helping operators see better,” said Rob Bresnahan with Larson Electronics. “We can do this by providing bright visible lighting, high powered infrared illuminators and now devices like thermal imaging cameras. All objects produce thermal energy, which registers at the upper end of the infrared wavelength range. By replacing an illumination source with a thermal imaging camera in a remote controlled spotlight type chassis, we can augment an operator's ability to see things not visible to the naked eye. Utility service personnel have been using this technology for years to identify hot spots in lines breaks and other electrical power distribution equipment. Operators in the oil and gas industry utilize thermal imaging to inspect wellhead equipment, refinery equipment and storage tanks. Manufacturing companies use thermal imaging for non-destructive testing of products and facilities. The RCL-336 incorporates the industry leading Flir thermal camera into our most popular remote controlled spotlight chassis, giving these operators the ability to scan the environment for thermal energy without leaving their vehicle. The monitor inside the vehicle will illustrate ‘hot spots’ which can help identify and repair problems.”

Larson Electronics produces and sells a wide range of remote controlled spotlights, ranging from standard halogen models to High Intensity Discharge (HID) Golight spotlights with 3200 lumen output. Magnalight.com also offers a wide range of high powered LED infrared illuminators for low voltage applications. To better serve utilities, contractors and operators in the oil and gas industries, Larson Electronics offers a wide range of permanent mount and portable explosion proof lighting. The RCL-336 remote controlled thermal imaging camera



serves the same military, industrial and commercial operators. You can learn more about Larson Electronics at magnalight.com or 1-800-369-6671 (1-214-616-6180 international).

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You can read the online version of this press release [here](#).



Consumers Did More Vehicle Maintenance in 2009, and Most Will Do the Same Amount or More in 2010, Reports NPD

With less consumers purchasing new vehicles and deciding to keep their vehicles on the road longer, consumers reported increased vehicle maintenance behaviors in several areas in 2009, according to The NPD Group, a leading market research company.

Houston, Texas (Vocus) November 16, 2009 -- With less consumers purchasing new vehicles and deciding to keep their vehicles on the road longer, consumers reported increased vehicle maintenance behaviors in several areas in 2009, according to The NPD Group, a leading market research company. Based on NPD's recent automotive aftermarket research, over 90 percent of consumers say they will do the same amount of maintenance or more in 2010.

According to NPD's recently released 2010 Consumer Outlook Study, which provides a first glimpse into consumer attitudes and anticipated behaviors for aftermarket spending in the coming year, the key areas where consumers increased vehicle maintenance behavior from 2008 included: started changing oil more often; 18 percent in 2009 versus 12 percent in 2008; changing an air filter, 41 percent in 2009 versus 37 percent in 2008; using a fuel additive (either to clean or improve gas mileage), 11 percent in 2009 versus 9 percent in 2008; using a more premium oil, 11 percent in 2009 versus 8 percent in 2008; and purchasing a higher quality brand of gasoline; 4 percent in 2009 versus 3 percent in 2008.

When NPD asked consumers about vehicle repair plans for 2010, one out of three (30 percent) consumers indicated that they are planning to do more vehicle maintenance in 2010. Out of the 70 percent not doing more, 64 percent plan to do the same things to maintain their vehicle. Therefore, according to NPD, 94 percent of consumers are planning to do the same amount of maintenance they have been doing on their vehicle or more next year.

“The conventional wisdom in the auto aftermarket is that it is only a matter of time before sales of replacement parts for these aging cars will begin to provide a lift to total aftermarket spending,” says David Portalatin, industry analyst for NPD's auto aftermarket unit. “It now appears that consumers are recognizing that they will need to spend more on service and repairs to keep their vehicles on the road longer.”

About The NPD Group, Inc.

The NPD Group is the leading provider of reliable and comprehensive consumer and retail information for a wide range of industries. Today, more than 1,700 manufacturers, retailers, and service companies rely on NPD to help them drive critical business decisions at the global, national, and local market levels. NPD helps our clients to identify new business opportunities and guide product development, marketing, sales, merchandising, and other functions. Information is available for the following industry sectors: automotive, beauty, commercial technology, consumer technology, entertainment, fashion, food and beverage, foodservice, home, office supplies, software, sports, toys, and wireless. For more information, contact us, visit <http://www.npd.com/>, or follow us Twitter at <https://twitter.com/npdgroup>.

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You can read the online version of this press release [here](#).



Peterson Intros New 10-Diode Multi-Function Smart Lamps

OEMs and fleet operators will find a lot to like in Peterson's latest additions to its patented line of Piranha® LED Smart Lamps™ -- the advanced warning light technology that combines strobing LEDs and automatic turn signal override functions in one self-contained lamp.

Grandview, MO (PRWEB) November 17, 2009 -- OEMs and fleet operators will find a lot to like in Peterson's latest additions to its patented line of Piranha® LED Smart Lamps™ -- the advanced warning light technology that combines strobing LEDs and automatic turn signal override functions in one self-contained lamp. The new 10-diode, 4" Round models are SAE J845 class two compliant and DOT approved, and offer the latest in ultra-rugged wiring options plus the extra economy of only ten diodes.

Called the easiest, most efficient way to integrate strobing LED warning lamps into new vehicles and to retrofit existing vehicles, Peterson's unique Smart Lamps™ are designed for full compatibility from model to model. Each self-contained lamp unit has electronic strobe and turn signal functions built in, plus digital "synchro wire" technology that keeps lamps in both dual and quad system installations perfectly synchronized. No cumbersome external flasher or control box is required.

"The beauty of our Smart Lamp system is simplicity," said Mark Assenmacher, Peterson's Director of Marketing. "It's truly an integrated, hassle-free solution for refuse, maintenance and service vehicles -- rugged, more compatible and easier to install than any other strobe system on the market. And nobody can beat our new 10-diode models for value."

Like all Smart Lamps™, the new 10-diode models feature a triple-flash strobe function that can be manually activated or configured for automatic strobing when the vehicle is shifted into reverse. Activating the turn signal automatically overrides the alternating strobe function.

The 10-diode models are available in two series. The 4344 features an AMP-compatible main port plus hardwired Packard hardshell connector for sync wire connection. The 8344 accepts AMP SuperSeal 1.5 connectors for all functions. Both models fit standard 4" mounting grommets, and their 9-32 volt operating range is compatible with 12- and 24-volt systems.

"Peterson is pleased to offer customers a 10-diode option in our Smart Lamp family," Assenmacher said. "Meanwhile we'll continue to offer the extra brilliance of our original 36-diode rounds and 22-diode ovals."

Peterson Manufacturing Company is a world-leading innovator in the production of a complete line of vehicle safety lighting, mirrors, reflectors, antennas and related products. As an ISO 9001:2008 certified company, Peterson Manufacturing is a key subsidiary of Peterson Corporation, 12 highly specialized companies and over 4,000 people working in global transportation related industries.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



San Diego Regional Minority Supplier Development Council Recognizes RMJ Technologies with Its Minority Business Enterprise Supplier of the Year Award (Class I)

[RMJ Technologies](#), a fleet management GPS vehicle tracking solutions provider, announced today it was awarded the Minority Business Enterprise Supplier of the Year Award (Class I) by the San Diego Regional Minority Supplier Development Council at the Council's 2009 VIP Diversity Reception, Awards Ceremony and Benefit Jazz Concert held Friday, June 26, 2009 held at the U.S. Grant Hotel and Balboa Theatre in San Diego California.

San Diego, CA (Vocus) -- RMJ Technologies, a fleet management [GPS vehicle tracking](#) solutions provider, was awarded the Minority Business Enterprise Supplier of the Year Award (Class I) by the San Diego Regional Minority Supplier Development Council at the Council's 2009 VIP Diversity Reception, Awards Ceremony and Benefit Jazz Concert held Friday, June 26, 2009 held at the U.S. Grant Hotel and Balboa Theatre in San Diego California.

"I am happy to see RJM get this recognition. They are a great example of a supplier who makes every professional effort to leverage the tools and resources of the Council. At the same time they are active participant in supporting the work we do," said Ronald B. Garnett, President & CEO of the San Diego Regional Minority Supplier Development Council.

RMJ Technologies was recognized for their endless pursuit of gaining business via supplier diversity channels within major private and public organizations. "We are extremely honored to be recognized by the Council for our efforts. However, recognition truly belongs to the council and its corporate members. The Council has made it possible for us to develop business relationships in much less time that it would have taken us on our own. We are particularly grateful to Ken Ashford and the Metropolitan Water District. MWD gave us our first opportunity and Ken has been a critical component in facilitating the process," said Jerome Toliver, CEO, RMJ Technologies.

About RMJ Technologies

[RMJ Technologies](#) works with a variety of public agencies and private companies to help them use fleet management GPS vehicle tracking systems to reduce fuel costs, lower maintenance expenses, and reduce emissions. RMJ Technologies also provides rear-view (back up) camera systems for commercial vehicles for independent use or for integration into a complete camera/gps/navigation solution. RMJ Marketing holds the following certifications: CPUC, State of California Small Business-DGS, and National Certified Minority Business Enterprise. RMJ Technologies is headquartered in Fallbrook, CA (San Diego County).

About The San Diego Regional MSDC

[The San Diego Regional MSDC](#), established in 1999, is a nonprofit organization whose objective is to bring corporations and minority business enterprises (MBEs) together for the economic benefit of both. The San Diego Regional MSDC represents the regional corporate outreach to MBEs in the greater San Diego region. It is our purpose to facilitate business opportunities and market share growth for minority business enterprises through the interaction of corporate members and certified suppliers.



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You can read the online version of this press release [here](#).



RacingJunk.com Fuels Multiple Sponsors' Presence at 2009 PRI Show

RacingJunk.com will turbocharge its presence at the annual PRI tradeshow in Orlando with a massive t-shirt and calendar giveaway program supported by eight industry partners.

North Adams, Mass. (PRWEB) November 12, 2009 --RacingJunk.com will turbocharge their presence at the annual Performance Racing Industry tradeshow in Orlando, Florida with an unprecedented giveaway program providing extensive show exposure for RacingJunk.com and a group of eight sponsoring partners.

RacingJunk.com, the world's largest online motorsports classifieds, will be exhibiting at the PRI show December 10 - 12, 2009.

A group of eight industry businesses have teamed up with RacingJunk.com to provide a slew of giveaway goodies to many of the expected 40,000 attendees at PRI. The sponsorship partners are Moroso Performance Products, Speed Unlimited, Jerry Bickel Race Cars, Inc., Lunati, Sherwin Williams VHT, Steele Rubber Products, Magnafuel Racing Fuel Systems and Featherlite Trailers.

Four thousand limited edition RacingJunk.com t-shirts, custom designed exclusively for the PRI show and featuring the eight sponsors' logos on the back, will be given away at the RacingJunk.com booth (#1169) during the show. To encourage show visitors to swap out whatever they're wearing for their new t-shirt on the spot, a prize patrol will roam the tradeshow floor and award prizes to randomly selected individuals wearing the new RacingJunk.com PRI t-shirts.

"We're expecting to create a virtual sea of our bright red RacingJunk t-shirts throughout the aisles at PRI," said Robert Adams, Vice President Sales. "Our name, as well as our eight sponsors' names and logos, are going to be out there making a high-visibility statement that RacingJunk.com and the businesses who support it are the heart and soul of grass roots racing."

In addition to the 4,000 free t-shirts, Team RacingJunk will also be giving away 10,000 full-color 2010 wall calendars featuring photos of -- and signed by -- the always-popular and much admired Santa's helpers who traditionally lend a hand at the RacingJunk.com PRI booth every year. The lovely ladies, who are always a strong draw to the RacingJunk.com booth, can now be admired all year long by way of this custom designed calendar, which also includes the logos of the eight sponsoring partners.

Finally, the eight RacingJunk.com PRI sponsorship partners will also be featured as part of the custom wrap design on the Snap-on roll cab that will be on display at the RacingJunk.com booth and given away as the final prize in the RacingJunk.com 2009 Giveaway, sponsored by Snap-on.

The businesses partnering with RacingJunk.com at PRI are among the most distinguished names in the performance industry. Moroso Performance Products (<http://www.moroso.com>) is the highly respected supplier of automotive equipment for racing and street performance applications. Speed Unlimited, "The High Performance SuperStore," (<http://www.shop.speedunlimited.com>) has been serving the high performance automotive industry since 1967. Jerry Bickel Race Cars, Inc., (<http://www.jerrybickel.com>) is the "One Stop Chassis Shop" for quality drag racing performance auto parts and race car parts. Lunati (<http://www.lunatipower.com>) is renowned as the racer's choice for internal engine components.



VHT, a division of Sherwin Williams, provides specialty high heat coatings and products (<http://www.vhtpaint.com>) for motorsports applications. Steele Rubber Products (<http://www.steelerubber.com>) is a leading provider of rubber parts and weather stripping for the restoration market. Magnafuel Racing Fuel Systems (<http://www.magnafuel.com>) designs and manufactures premium high-performance fuel systems. Featherlite Trailers (<http://www.fthr.com/>), which offers the widest range of trailers in the industry, is a leader in race transporters and race car trailers.

Prior to their presence at PRI, RacingJunk.com will be exhibiting at the International Motorsports Industry Show in Indianapolis December 2-3.

About Raceway Media, LLC, a Boxcar Media, LLC company, is a multimedia publishing firm serving the racing and performance enthusiast industries. Their flagship property, RacingJunk.com, is a free "one-stop shop" for those looking to buy, sell, trade, entertain or interact with people throughout the automotive and motorcycle racing and performance communities.

The company's holdings include RacingJunk.com and MotorcycleAds.com, which together receive more than 70 million page views per month and have 415,000 members. Raceway Media also owns RJRaceSpace.com and CollectorCarNation.com. Raceway Media has also partnered with Snap-on to launch S-TECH (<http://education.snapon.com>), a social networking site and online community for current and prospective transportation technology students, their instructors and professionals in the field.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



Magnalight.com Adds Surface Mount Billet Encased LED Modules

Larson Electronics' magnalight.com added several new aluminum billet encased LED lights for low voltage, surface mount applications.

(Vocus) November 12, 2009 -- Larson Electronics' magnalight.com added several new LED lights, including the LEDSM-3X60 and the LEDSM-1X60 mounts for flat and tubular mounting of small LED lights. The [LEDSM-3X60 LED light](#) consists of three 250 lumen watertight, potted LED lights encased in an machined aluminum billet housing. The [LEDSM-1X60 LED light](#) is similar in construction with only a single water tight LED capsule. The individual LED pods contain 15 LEDs and are fully potted. Each LED has a red and black lead for 12 or 24 volt power. Two different aluminum billet mount styles are available with either chrome or black anodize finish. The first mount has a flat mounting surface, while the tubular mount style has a concave base for mounting on bars, rails and other round stock. The 3 LED light models measure approximately 5 inches long and 1 inch wide, while the single LED light is under 2 inches in length.

“The LEDSM series are very rugged, bright LED pods that are mountable via these aluminum billet frames,” said Rob Bresnahan with magnalight.com. The LEDSM60 with a simple aluminum ring mount are very popular for boating and industrial applications. However, customers were looking for ways mount multiple LED pods with better aesthetics. The LEDSM-3X60 and LEDSM-1X60 address this need. These are the most recent addition to our small LED light offerings, including the LEDSM30 courtesy LED light and the LEDSM30MW mini wall washer LED light. These are ultra low current lights that offer 50,000 hours of life and IP67 waterproof durability.”

Larson Electronics provides a wide variety of LED lighting for military, commercial and industrial applications. The LED lighting line includes high powered LED lights, like the [7200 lumen LED10W-9S LED light](#) and the ultra-compact, high powered LED10W-1S 800 lumen LED light. Combined with a variety of mounting options, color and beam patterns, magnalight.com is building a one stop shop for rugged, powerful LED lighting for nearly every application. You can learn more at magnalight.com or 1-800-369-6671 (1-214-616-6180 international).

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You can read the online version of this press release [here](#).



Gedore Group Names Gerd Huber President of U.S. Operations

Gerd H. Huber, a veteran international automotive supply and aftermarket executive, has been named president of U.S. operations by GEDORE Group, manufacturer and worldwide marketer of tools for automotive, aerospace and wind energy industries. GEDORE is best known in America for its KLANN specialty automotive tools, designed to save time and ease disassembly and repair jobs.

(PRWEB) November 13, 2009 -- Gerd H. Huber, a veteran international automotive supply and aftermarket executive, has been named president of U.S. operations by GEDORE Group, manufacturer and worldwide marketer of tools for automotive, aerospace and wind energy industries. GEDORE is best known in America for its KLANN specialty automotive tools, designed to save time and ease disassembly and repair jobs.

Huber holds a masters degree in mechanical engineering from Polytechnic College in Esslingen, Germany, and brings to GEDORE two decades of senior management experience in sales, marketing and distribution development, as well as product engineering and quality control. During 10 years with TRW, he was European program manager for airbags sold to Saab, Rover and FIAT. Later, at Ford Motor Company, he launched product programs for Focus involving three manufacturing plants. More recently, Huber served as Business Director for Albert Weber, where he obtained contracts from Chrysler, GM and Ford for crankshafts and engine parts, and as president of MAHA-USA , who manufactures automotive repair shop equipment.

In his new position, Huber will guide expansion of distribution and sales for GEDORE's specialized precision hand tools, which are designed for professional use by OEM and aftermarket technicians in automotive, aerospace and wind power applications.

The privately-owned GEDORE GROUP, headquartered in Remscheid, Germany, combines specialty tool and equipment manufacturing companies whose brands encompass 18,000 products serving professional users for 90 years. Its US operations, sales and service are based in North Charleston, SC. Visit www.gedoretools.com.

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You can read the online version of this press release [here](#).

News Image



Mautofied.com Expands its Classic Car Classifieds to Include Vintage, Antique and Classic Cars and Trucks

Mautofied.com, the Leader in Custom Auto Classifieds announced its Expansion of its Classic Car Classifieds that now includes antique, vintage, and classic cars and trucks. More classic cars, classic projects, vintage and antique cars sold every month.

Anaheim, CA (PRWEB) November 13, 2009 -- Mautofied.com now has over 13,500 listings of custom vehicles in 27 custom categories. [Classic car](#), [muscle car](#), and [hot rod](#) categories have been growing rapidly and sales and trades have continued at a torrid pace. Through the first ten months of 2009, over 1,000 cars a month have changed hands on Mautofied.com, and many of those were in the classic, muscle and hot rod categories, making Mautofied.com one of the largest and most effective online custom auto classified sites. Combined with Mautofied's parts sections where custom parts for [project classic cars](#) are bought, sold, and traded every day, the site has become a trusted marketplace for auto enthusiasts.

Selling a collectible car can be challenging, and an owner should be realistic regarding what's required to obtain top dollar for a valuable vehicle. When trying to sell a well maintained car for its full value, owners should be prepared to spend some time and money in the effort. Sellers on Mautofied have used some of the custom features that are exclusive to the site to great success. Many collectors have multiple sales and the site's [top seller](#) in the classic car category has sold over 50 high value vehicles. Quality buyers have expectations today and its imperative owners position their vehicles to show off its most stunning features.

- One of the most difficult things to accomplish in selling a collectible quality vehicle is obtaining full value. Study the market for similar vehicles in the same condition. Consult one of the quality value guides such as NADA. Do your homework. If the value is hard to establish because of the uniqueness of the vehicle, consider having a professional appraisal.
- Use high quality photos. If an auto is valued at \$30,000 to \$50,000 or more, don't skimp on photos. Use a high quality digital camera and good lighting. Make sure to get high resolution photos of the body, the trim, exterior lights, interior, the dash, floors, motor well, tires, trunk and underside if appropriate. Always take photos in an appealing site. Buyers are going to want to know the condition of the body and any previous damage, along with the quality of any paint or body work. Get close up photos to make buyer's decision to pursue a vehicle as easy as possible. The more transparent an ad is regarding the condition of the vehicle the easier it will be to attract the right match. Mautofied's [Ultimate Listing](#) allows sellers to purchase as many photos as they require.
- Use the expanded descriptions that are available the Ultimate Listing. Don't skimp on describing how it was restored, modified, garaged, and how any one-off parts were fabricated for this particular vehicle, making it unique and one of a kind.
- Be upfront about the significant and unapparent problems and their approximate cost to repair. Be ready to discuss this with the buyer. Savvy buyers usually aren't expecting perfection in cars that are 20 to 30 years old, but neither are they excited about surprises.

- Answer all offers as politely as possible. The Internet allows for a larger number of tire kickers since electronic bids are so easy. Keep your offers in box clean; eventually a bonafide buyer will come around and who sees the value of the vehicle.
- When a buyer comes to see the vehicle be prepared. Show the car in as appealing a location as possible. Arrange a time that's conducive to a full inspection. Have time to have a detailed discussion. Be prepared to let the prospective buyer drive the car without you. Have all the necessary documents and paperwork ready for review. Be ready to consummate the transaction.

The buying and selling experience online can be rewarding because Mautofied.com has become a worldwide marketplace for collectible car enthusiasts. But selling online also takes a bit of savvy and preparation. By studying the market, proceeding patiently, and observing the rules of caution and common sense, it's more than possible to have a successful transaction for a high value collectible car.

For more information about how Mautofied.com can assist a seller in marketing a classic vehicle or truck go to [Sell Your Classic Vehicle](#).

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You can read the online version of this press release [here](#).



Belle Tire Partners With Collex Collision For Wheels of HOPE Program

Three years ago, Collex Collision began its Wheels of HOPE program to give away restored used vehicles to families with transportation needs. This year, Belle Tire is donating tires, brake services, oil changes and windshield repair and replacement services in the restoration process of these vehicles.

Allen Park, Mich. (PRWEB) November 12, 2009 -- Three years ago, Collex Collision began its Wheels of HOPE program to give away restored used vehicles to families with transportation needs. This year, Belle Tire is donating tires, brake services, oil changes and windshield repair and replacement services in the restoration process of these vehicles.

In the first two years the Wheels of HOPE program gave away seven cars along with gas cards, gift cards and one year vehicle insurance, all totaling over \$50,000, to families in Michigan and Florida. Through further donations and support of Collex's employees, vendors and area communities, this year's goal is six vehicles.

Wheels of HOPE obtains the used vehicles through donations by Collex Collision, charitable organizations, including Charity Motors and Volunteers of America, and individual donors. Belle Tire then utilizes its Automotive Service Excellence (ASE) certified technicians in restoring the donated vehicles to a like-new condition to then be given to the deserving families.

"As a locally owned and operated company, Belle Tire is happy to be giving back to our communities through our partnership with Collex and Wheels of Hope," said Darren Mcgeachy, Belle Tire Auto Glass Sale/Operations Manager.

On December 19, 2009, the Collex Collision Clinton Township store will host an event to give away the restored vehicles. Both WDIV Channel 4 and WJBK FOX 2 News in Detroit will be covering the event night live. In addition, WDIV Channel 4 will be broadcasting the complete story as it follows around Collex Collision employees while they select and surprise the vehicles' recipients prior to the event.

Families and local non-profit organizations can find applications on Collex Collision's website to submit to be selected to receive a vehicle. Once applications are received, potential recipients are then narrowed down through a process that includes interviews and background checks. The recipients must have valid transportation needs, clean driving records and are actively trying to provide for their families.

Individuals and companies that are interested in helping with the Wheels of HOPE program can give a monetary donation, donate a vehicle, become a Support Partner and/or help with an event night ceremony. A Support Partner can give on five different tiers and will be acknowledged on corresponding levels. All donations, including vehicles, are tax deductible.

If you are interested in making a donation or donating a vehicle in Michigan please call: 586-493-9110.

About Wheels of HOPE



The mission of Collex Collision Experts' Wheels of HOPE program is to create good will at the local level by uniting company staff, city officials and local businesses to help deserving families by giving them a "like-new" vehicle. Through the generosity and donations of Collex Collision business support partners and caring individuals and companies, "Wheels of HOPE" also provides vehicle insurance, prepaid gasoline cards, AAA road service, oil changes and more. For more information please visit:

<http://www.collexcollision.com/wheelshope.htm>

About Belle Tire

Allen Park, Mich.-based Belle Tire was founded in 1922 when it opened the first Belle Tire location in Detroit, Mich. Today, the company has expanded to 80 locations across Michigan and Ohio. Belle Tire offers discount tires and variety of car care needs, ranging from auto glass repair, auto glass replacement, brakes, alignments, batteries, shocks and struts, exhaust system repair, batteries, and oil changes. For more information about Belle Tire, visit <http://www.belletire.com/>. Join the Belle Tire Advantage today, <http://belletireadvantage.com/>.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



Directus Navigation Partners with Nav N Go For GPS Rear-View Mirror

Directus Navigation Announces Touch Screen GPS Rear-View Mirror Featuring Software from Nav N Go and Tele Atlas

(PRWEB) November 12, 2009 -- Directus Navigation today introduced the new TD40TOUCH rear-view mirror with touch screen GPS navigation, wireless Bluetooth functionality, and backup camera capability.

Partnering with industry leaders Nav N Go and Tele Atlas, Directus Navigation is proud to deliver the TD40TOUCH with an exciting array of cutting-edge software features including: over 7 million POI's (points of interest), amazing 3D terrain and landmark graphics, clear visual cues and precise voice instructions, in addition to Bluetooth hands-free phone capabilities with incoming caller ID on screen and automatic call answering.

“The TD40TOUCH GPS rear-view mirror is exactly what the market has been looking for,” said Frank Rogers, Chief Marketing Officer for Directus Navigation. “Consumers are more interested in a simple built-in GPS system that doesn't involve suction cups and dangling wires.”

Commencing the collaboration with Nav N Go and Tele Atlas, Directus Navigation is delighted to announce that all customers of the TD40TOUCH can receive uninterrupted service with the ability to upgrade their GPS maps and POI's through Nav N Go's easy-to-use online map update portal, www.naviextras.com. In addition to updating or adding new maps, Naviextras.com allows customers to register their devices and receive automatic e-mail notification when an update is available.

“Nav N Go is excited to be launching its renowned 3D navigation on a rear-view mirror solution; a product we believe meets the growing need for road safety through instant visual access to navigation instructions,” added Jim Nardulli, Nav N Go's Senior VP of Sales. “While Nav N Go's software delivers up-to-date and reliable maps, multi-lingual voice guidance and fast route calculation, we believe Directus Navigation's rear-view mirror provides the extra bit of safety that drivers are looking for by guaranteeing maximum attention on the road and mirrors.”

Rogers continued, “The partnership with Nav N Go is a seamless fit for Directus Navigation. It ensures that our customers get the quality of software and map content and support that only Nav N Go & Tele Atlas can provide.”

Tele Atlas VP of Consumer Markets Filip Neiryck stated, “We're delighted to work with Directus Navigation and Nav N Go to offer powerful, fresh maps and location content for the TD40TOUCH, which delivers an innovative navigation experience to the market and to consumers.”

Other key features of the TD40TOUCH include:

- Samsung S3C2440A-400MHZ processor
- 64MB internal memory
- 2GB SD card for storing Maps, Pictures and e-books
- Built on Windows CE .NET 5.0
- Built-in GPS receiver with highly-sensitive (16 channels) dual antenna design



- 4.0" Touch screen LCD monitor (wide-screen)
- Integrated speaker
- Built-in Bluetooth functions:
- (2) Video inputs w/ reverse camera input

ABOUT DIRECTUS NAVIGATION

Directus Navigation, a division of TATMAR, LLC, is a partnership led by two separate groups: one with knowledge and experience in the 12-Volt Industry and the other with extensive experience in product development and manufacturing.

With a combined industry knowledge and experience of over 60 years across both continuums, Directus Navigation is dedicated to bringing quality products to market that are not only cutting edge consumer-driven products, but are also streamlined for easy installation.

Directus Navigation is headquartered in Linden, Michigan, with associate offices throughout the United States and South-East Asia. Directus Navigation employs a team of engineers, testers and developers throughout the United States and South-East Asia, providing for unrivaled support and continuous refining of product design and performance.

For more information on Directus Navigation, visit <http://www.directusnav.com>.

ABOUT NAV N GO

Nav N Go is a dynamic, innovative software development company that offers the latest solutions for 3D satellite navigation, mobile applications and content/community services on a variety of platforms. The company also develops its own mobile games and digital maps. Founded in 2004, Nav N Go launched its first product in Germany at CeBIT 2006. Since then, it has formed partnerships with more than 70 hardware manufacturers worldwide, including Clarion Europe GmbH, LG Electronics and Sony Computer Entertainment Europe. The company provides reliable navigation solutions in more than 70 countries and in 45 different languages.

To find out more about Nav N Go please visit www.navngo.com.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



USAA Integrates TrueCar Price Reports to Enhance Online Car Buying Service

Financial services provider USAA has added a new car pricing report from leading car pricing website TrueCar.com to USAA's [online car buying service](#), giving shoppers direct access to see the full range of prices others are paying for new cars in their area when data is available.

San Antonio, Texas (Vocus) November 10, 2009 -- Financial services provider USAA has added a new car pricing report from leading car pricing website TrueCar.com to USAA's [online car buying service](#), giving shoppers direct access to see the full range of prices others are paying for new cars in their area when data is available. The result is that buyers will be able to see all of their pricing options at a glance to help them get the best possible deal on a new car.

“At USAA, we’re committed to demystifying the car-buying process to make it easier for members to purchase a car. We believe providing objective information, like that offered by TrueCar, is essential to achieving that goal,” said David Bohne, president of USAA Federal Savings Bank. “By adding TrueCar’s market-specific price comparative data to our site, we are giving our members all the tools they need to get a great deal on their dream car.”

The TrueCar Price Report provides real-time data by processing thousands of car sales transactions each day. This data is displayed in clear, easy-to-read graphs, which provide the full range of prices paid by other people for the exact same vehicle in a given market area. In addition, the report calculates the dealer cost structure of a vehicle – TrueCost – providing another tool to empower car buyers to shop with confidence.

For example, a member in Los Angeles, Calif. may see a sticker price of \$21,615 for a 2009 Honda Accord Sedan 4 Dr. I4 Man LX. Then, the USAA online car buying service’s TrueCar Price Report shows that the same vehicle costs an average of \$19,484, while the USAA member price is \$17,885.

“Knowing whether or not you are getting a great deal is at the core of car buyer frustration,” says Scott Painter, TrueCar Chief Executive Officer. “Providing price confidence by knowing what others paid plus cost structure and all available incentives gives buyers peace of mind.”

USAA’s online car buying service also enables customers to “build” their dream car, get a no haggle price from a local dealer, insure the vehicle*, secure a loan, and then walk in to pick up the car with money in hand. USAA provides additional value for its car-buying members with special offers from major carmakers such as GM and Mercedes, and through its relationship with Zag, the company that powers USAA’s online car buying service.

More than 225,000 USAA members use USAA’s online car buying service each month. Since its launch in 2007, more than 55,000 new and used cars and trucks have been purchased through the program, with a total savings of more than \$96 million off of MSRP for new cars.

About USAA

USAA, a diversified financial services group of companies, is among the leading providers of financial planning, insurance, investments, and banking products to members of the U.S. military and their families. For the past



three years, BusinessWeek magazine ranked USAA among the top two "Customer Service Champs," highlighting the association's legendary commitment of providing highly competitive financial products for 7.3 million members. For more information about USAA, or to learn more about membership, visit usaa.com.

USAA means United Services Automobile Association and its insurance, banking and investment and other companies. Banks Member FDIC.

*Auto insurance provided by United Services Automobile Association, USAA Casualty Insurance Company, USAA General Indemnity Company, Garrison Property and Casualty Insurance Company or USAA Texas County Mutual Insurance Company.

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Follow USAA on Twitter @usaa_news

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

Magnalight Reports Cyberlux Full Year Past Due on Making Good on Hot Checks

Larson Electronics reported that [Cyberlux Corporation](#) (OTC Bulletin Board: CYBL) of Durham, North Carolina, has reached nearly a full year overdue on more than \$15,000 of purchases for [Ultralife Battery Chargers](#). The battery chargers were ordered, received and sold to the US military. Given that CEO Mark Schmidt signed and sent several, post dated checks that eventually were returned for insufficient funds, Larson Electronics also reported that they are preparing criminal police reports with Durham County's District Attorney under that county's Worthless Check Program naming Cyberlux and its CEO Mark Schmidt.

(Vocus) November 10, 2009 -- Larson Electronics reported that [Cyberlux Corporation](#) (OTC Bulletin Board: CYBL) of Durham, North Carolina, has reached nearly a full year overdue on more than \$15,000 of purchases for [Ultralife Battery Chargers](#). The battery chargers were ordered, received and sold to the US military. Given that CEO Mark Schmidt signed and sent several, post dated checks that eventually were returned for insufficient funds, Larson Electronics also reported that they are preparing criminal police reports with Durham County's District Attorney under that county's Worthless Check Program naming Cyberlux and its CEO Mark Schmidt.

“It started out as a fairly simple transaction with Cyberlux,” said Rob Bresnahan with Larson Electronics' [magnalight.com](#). “Cyberlux was basically buying Ultralife battery chargers with credit card to resell to the US National Guard. We use those chargers for some solutions we build and had inventory. They started sending purchase orders, with the understanding that we had their card on file. Ultimately, they cancelled the card on file. We have since overhauled our credit policies, but our repeated attempts to get paid from Cyberlux have been unsuccessful.”

Rob continued, “Mark Schmidt, CEO with Cyberlux, had sent an email in January of 2009, indicating that they would see the payments through by February. Richard Brown, the media relations person, later called to retract Mark's email, indicating that their financial position wouldn't support his claim. He went on to say that Mark Schmidt 'hid under the desk on these matters.' Eventually, they sent over a batch of post dated checks. At Cyberlux's request, we waited until the checks were well past the dates to deposit them. Eventually all but one was returned for insufficient funds. To this date, they have failed to replace the checks or make any other forms of payment. They ordered the product and according to the UPS tracking numbers and their own email communications, received and sold the products. So either they don't have the money or don't want to pay it.”

Rob continued, “We contacted the Durham County District Attorney's office and they looked into Cyberlux and Mark Schmidt. They came back to us a week later and indicated they would pursue the case. We had hoped to avoid this step, mostly due to the time and paperwork involved, but we will move forward now. Given Cyberlux's dismal financial history and negligible assets, civil judgments are a waste of time. A deadbeat that won't pay what they owe won't pay their judgment either. However, we have been successful with criminal prosecution in the past, so we will work through that channel.” concluded Rob.

Larson Electronics makes and sells a full range of lighting products, ranging from [explosion proof paint spray booth lighting](#) to handheld 24 volt lights with magnetic bases. [Magnalight.com](#) is a one stop shop for military,



industrial and commercial customers around the world.

###



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Online Web 2.0 Version

You can read the online version of this press release [here](#).

Magnalight.com Adds Explosion Proof LED Strobe Lights

Magnalight.com adds LED explosion proof strobe lights, which deliver high candela output, three years continuous run time and extremely low amp draw on high and low voltage systems.

(Vocus) November 9, 2009 -- Larson Electronics' magnalight.com announced the addition of a 141 candela, [explosion proof LED strobe light](#) with UL 844 Class 1 Division 1 and Class 2 Division 1 ratings. By integrating the benefits of LED into an explosion proof fixture, the EPSL-80-141 explosion proof LED strobe light offers longevity, vibration resistance and very low amp draw. With high voltage AC models for 120-240 volts and low voltage models for 12-36 volts DC, this LED strobe light produces strong light output and draws less than one amp. Internal dip switches enable the operator to set the number of flashes per minute or a steady on condition. Available in ceiling, pendant or wall mount, this explosion proof LED strobe light beacon offers an alternative to the conventional EPSL-80 explosion proof strobe light.

"LEDs are incorporated into many of the [explosion proof lights](#), including trouble lights, flashlights, string lights and now the explosion proof strobe lights," said Rob Bresnahan with Larson Electronics' magnalight.com. "Typically permanent mount explosion proof fixtures are located in areas with less desirable access. You don't necessarily want to change out bulbs frequently in elevated areas on oil rigs or within manufacturing or storage facilities. With 3 years continuous run time, this explosion proof LED strobe light reduces the need for re-lamping while delivering more light than a conventional strobe bulb. On low voltages, this unit draws less than 1 amp while delivering 3 times the light output of our conventional strobe light model. LEDs are ideal for beacons. We have a whole range of SL-ALM and SL-M LED hazard lights and beacons based on LED technology. LEDs have always been effectively seen at distance. Now with advances in high powered LEDs and more specific reflector technology, we see high visibility combined with high area illumination. So an explosion proof LED strobe light is a natural fit for high output LED technology."

Larson Electronics' magnalight.com offers an extensive range of explosion proof and hazardous location LED lighting. Ranging from [explosion proof string lights](#) to explosion proof flashlights, you can see the entire line of Class rated lighting on magnalight.com or contact 1-800-369-6671 (214-616-6180 international).

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



Globe Guard Introduces Eco Friendly Bubble Wrap, Breakthrough in Biodegradable Packaging

New from GlobeGuardProducts.com, Eco Friendly Bubble Wrap provides a host of environmental and performance benefits to companies with void fill, cushioning, and surface protection packaging requirements. Best of all, the new product is priced competitively against less sustainable bubble wrap alternatives.

Plainfield, IL (PRWEB) November 10, 2009 -- Another gap in sustainable packaging has been filled by the Globe Guard Products division of Salazar Packaging, Inc. with the introduction of [Eco Friendly Bubble Wrap](#).

The new material, a general purpose void fill, cushioning, and surface protection packaging product, is now in stock and available for immediate shipment throughout the U.S. market.

Eco Friendly Bubble Wrap is 100% recyclable, 100% degradable, and 100% biodegradable. In addition, it is CFC free / non toxic and does not deplete the ozone layer.

Beyond its impressive sustainable and biodegradable packaging characteristics, the material has excellent stretch to wrap securely around sharp corners and edges, superior strength to maintain protection in harsh shipping conditions, and high air retention to provide long lasting cushioning.

“What’s truly amazing about our new bubble wrap,” said company president Dennis Salazar, “is that with all these environmental and application advantages, the material is priced to compete with bubble cushioning products that have none of these sustainable packaging qualities and generally perform less effectively in the field.”

This new biodegradable packaging product is ideal for a wide range of industries, including automotive, ceramics, dental, electronics, furniture, and pharmaceutical.

Eco Friendly Bubble Wrap can be purchased at the [Globe Guard Green Packaging Store](#), and special sizes are also available. As an introductory promotion through the month of November, Globe Guard is offering 10% off standard prices. Customers can use the promotion code GRNBBL when ordering to receive the discounted pricing.

About [Salazar Packaging, Inc.](#)

Headquartered near Chicago, IL, Salazar Packaging is a Minority Business Enterprise (MBE) specializing in packaging design and development, sustainable packaging products and services, and automation of high volume packaging operations. Its product lines include industrial polyethylene and polypropylene shrinkable and non-shrinkable films, stretch wrap films, box sealing tapes, and corrugated products. The firm sells and services a full line of high-speed equipment to shrink, bag, and seal industrial films of all kinds. It represents leading



industry manufacturers including Bemis Clysar® shrink film, Autobag® automatic bagging systems, Rennco® vertical packaging equipment, and its own line of environmentally friendly Globe Guard® packaging products.

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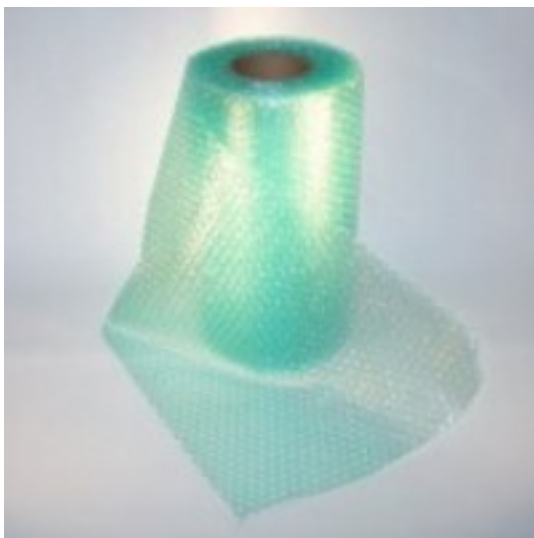
<http://www.salazarpackging.com>

815-609-3600

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You can read the online version of this press release [here](#).

News Image





Automotive Titling Corporation Announces New Streamlined Entry Process For Online Title And Registration Services

Automotive Titling Corporation (ATC) announces a new streamlined entry process for their online title and registration services. The new entry screens will cut the user entry time in half.

(PRWEB) November 10, 2009 -- [Automotive Titling Corporation](#) (ATC) announces a new streamlined entry process for their online title and registration services. The new entry screens will cut the user entry time in half.

“Here at ATC, we listen to our customers input,” says Ken Alley, ATC President. “We understand our customers’ workflow, how our services fit into their sales process and recognized that they needed to save time at our point of involvement.”

“Our NEW entry screens will cut this time in half allowing the sales, F&I and internet sales managers to capture the needed tax, registration and document information much quicker.”

“ATC has long been the industry leader in providing [title and registration services](#) to the Auto Dealer community,” says Ken Alley, ATC President, “we are constantly seeking ways to improve the User experience on our site.”

In these down economic times, Dealers are seeking cost effective solutions to a wide myriad of challenges; often outsourcing difficult tasks to replace fixed overhead.

ATC’s web solution offers dealers an easy way to title and register leased or purchased vehicles across state lines. Dealers can quickly view applicable tax rates and paperwork requirements for complicated out of state titling transactions. By utilizing ATC for out of state processing services dealers can be confident that the ownership paperwork is completed quickly and accurately therefore; providing the best customer service to their customer.

To contact ATC, see www.autotitling.com or call 303-267-0779.

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You can read the online version of this press release [here](#).

News Image





MotorLot Set to Launch Web Based Car Dealer Management Software That Requires No Training to Use

MotorLot offers low cost alternative to expensive and complicated DMS systems. Today MotorLot is announcing a better way to manage a dealership. MotorLot is a web based car dealer management software system available to auto dealers nationwide. MotorLot, is the no fuss DMS, that simplifies the management process.

(PRWEB) November 10, 2009 -- Today MotorLot is announcing a better way to manage a dealership. MotorLot is a web based [car dealer management software](#) system available to auto dealers nationwide. MotorLot, is the no fuss DMS, that simplifies the management process. Who wants to spend 6 - 8 hours per day using a DMS? MotorLot saves time so that car dealers can sell more cars. The system requires no training time or costs. No need to replace current hardware. With MotorLot a dealership no longer needs to spend money on expensive servers and costly IT consultants. The system work on Windows or Mac computers. Internet Explorer, Safari, Firefox are all supported.

MotorLot was founded in 2009 and is located in Scottsdale, AZ.

Highlights / Key Facts:

- No software, servers or hardware to buy
- Everything is together in one place and can be accessed anywhere there is an Internet connection - home, work or on the road
- No extra VPN security software is needed
- Always using the latest and greatest with nothing to install, ever
- Never have to ask "Is it compatible with..?"
- Web-based, secure and backed-up daily just like a bank account
- Manage inventory, contacts, deals, accounting and employees
- Pricing start at \$49 per month

Tags / Keywords:

MotorLot, dealer management system, DMS software, desking tool, used car dealer software, used auto dealer software, car dealer inventory software, web based DMS, web based car dealer software, web based auto dealer software

Links / URLs:

MotorLot site <http://motorlot.com>

Quotes:



“Many dealers suffer from management systems that are feature bloated, use outdated programming and technology and require months, if not years, of training to use properly,” said Jim Skeans, CEO of Jim Skeans Consulting Group, LLC. “Why let DMS systems and companies waste your valuable time and be forced to hire only staff that are experienced on a specific DMS?”

“When you have a deal in front of you...you don't want to be asking the 25 yr old tech guy which keyboard shortcuts to use to enter a deal. You need a product that just makes sense. I believe MotorLot offers that,” said Randy Imoehl, co-owner and general manager of Decorah Chevrolet Cadillac.

“Many dealers are stuck in a rut due to the pull back in the economy. The passion isn't there,” said Korey Bachelder, founder of MotorLot. “We want them to get back to basics, to get back to selling cars and not worrying about technology.”

“We aren't an un-DMS, we just do a better job of getting daily tasks done effectively,” said Korey Bachelder, founder of MotorLot.

“MotorLot just works. Less features that you will never use, less choices to confuse you. It works when you need it to,” said Nick Hammond, Director of Product Development for MotorLot. “It is making dealers leaner, more efficient, costs them less money and makes them happier.”

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

News Image

The screenshot displays the 'Uptown Autos' web application interface. The top navigation bar includes 'Overview', 'Inventory', 'Contacts', 'Deal', and 'Accounting'. The main content area is divided into two columns. The left column, titled 'Wednesday, 20 August', lists several items with their respective values and categories: 'Inventory' (2008 BMW 715 49k mi - \$49k, \$495.45), 'Contacts' (John Smith added to the system, View), 'Accounting' (\$400 new computer for accounting), 'Deal' (New deal pending with John Smith, \$45,445.45), and 'Accounting' (\$25 for new business cards for new employee). The right column, titled 'Financials', shows a summary of financial data: 'Cash in bank' (\$112,812), 'Sales for the month' (\$24,756), 'Sales for the year' (\$1,542,480), 'Units for the month' (20), 'Units for the year' (120), and 'Total inventory' (345). The bottom of the page features a footer with the text '© 2008 MotorLot'.



OCM Launches Diversity Program to Serve Minority Automotive Dealerships

OCMUSA (Online Customer Management USA), a business management solutions company, has tapped into the Automotive Dealership industry by designing a Dealer Diversity Program. It serves the needs of minority owned dealerships to assist them in creating a strong customer foundation.

Gresham, OR (PRWEB) November 10, 2009 -- OCMUSA (Online Customer Management USA), a business management solutions company, has tapped into the Automotive Dealership industry by designing a Dealer Diversity Program. It serves the needs of minority owned dealerships to assist them in creating a strong customer foundation.

The Customer Relationship Management product assists the dealership owner in creating a solid data-base to manage and monitor customers and their habits. It can greatly increase sales while providing an inexpensive method for the owner.

"Through trial and error, we have designed a system that can not only monitor dealership foot traffic, but also a product that can improve staff productivity," said Paul DeMoret, Operations Manager at OCMUSA. "We have taken into consideration the needs of a dealership that may not have a corporate support structure, by creating a product that will allow the owner to run the business just as efficiently."

Improving staff productivity is a big challenge for minority owned dealerships. Due to budgets and lot size, staff numbers may be minimal. With OCM's organizational structure, it provides features that save time and money.

Some of the OCM features and benefits are:

- Complete access from any PC in any location
- FTC safe guard for compliancy with telemarketing
- Service module: integrated with DMS, Service, sales & Inventory.
- An easy to use call priorities list for appointment confirmation, follow-up calls and missed appointment calls
- Bulk mail features for email and snail-mail

OCMUSA was founded in 1996 by CEO and President Dave Peterson. The company provides affordable web-based software products that serve marketing segments at home and abroad.

"It is our intent to provide products that are efficient and cost-effective." DeMoret said. "The OCM product is there to serve the needs of minority owned dealerships, and the Dealer Diversity Program provides outstanding customer support."

For questions, or more information about OCMUSA and the products they offer, their website is:



<http://www.ocmusa.com>

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

News Image





AutoUSA Study Finds Third Party Websites (Edmunds.com, Kbb.com, etc.) Generate the Highest Volume New and Used Car Online Leads

According to a new AutoUSA study (www.autousa.com), 85 percent of auto dealers surveyed consider Internet marketing their most important marketing activity for New Car Sales followed by TV at 19.8 percent, radio at 13.2 percent, Direct Mail at 12.6 percent, Magazines/Newspaper at 12 percent and Public Relations at 10.2 percent. When asked the same question for Used Car Sales, the results were very close with the Internet leading at 88.6 percent. For full results: <http://budurl.com/rvf3>

Fort Lauderdale, FL (PRWEB) November 10, 2009 -- According to a new [AutoUSA](http://www.autousa.com) study (www.autousa.com), 85 percent of auto dealers surveyed consider Internet marketing their most important marketing activity for New Car Sales followed by TV at 19.8 percent, radio at 13.2 percent, Direct Mail at 12.6 percent, Magazines/Newspaper at 12 percent and Public Relations at 10.2 percent. When asked the same question for Used Car Sales, the results were very close with the Internet leading at 88.6 percent. For full results: <http://budurl.com/rvf3>

Further, when asked "which of the following internet marketing activities generates the highest volume of new car online leads?" 52.7 percent chose third-party websites (Edmunds, Kbb.com, etc.), followed by organic search at 47.3 percent, OEM websites at 26.9 percent and Pay Per Click at 12.6 percent. Of those surveyed, 62.2 percent also chose Third-party websites as the best Internet marketing activity for used car online leads, followed by organic search at 40.9 percent, OEM websites at 10.4 percent and Pay Per Click at 7.9 percent.

"With the advent of social media and web 2.0 there is a lot that can be done with online marketing but clearly third party leads still play a very important part in the marketing mix. When it comes to online marketing, it's never been an "either/or" situation. If dealers want to generate a high volume of Internet leads, they need a comprehensive strategy that drives business in the door in as many ways as possible," said Phil DuPree, president of AutoUSA.

The online survey, which was conducted in October, generated 167 responses from dealership employees around the country, including store owners, general managers, BDC managers, marketing managers, Internet managers and sales managers.

The study also asked dealers what they are doing now that Cash for Clunkers has lowered inventory. 61.1 percent of those dealers surveyed responded that they are switching buyers to vehicles that are in stock. 45.5 percent said that they are going to auction and buying used vehicles and 41.3 percent are taking orders on inventory. Only 9.0 percent of survey respondents said they were acquiring vehicles from dealerships going out of business.

* Survey respondents could provide more than one answer.

About AutoUSA (www.AutoUSA.com)

AutoUSA, Inc., is headquartered in Fort Lauderdale, Florida, and a subsidiary of AutoNation, Inc. (NYSE: AN), the largest retail automotive company in the United States. AutoUSA is an independent third-party provider of



leads to thousands of dealerships nationwide. The company has built its success on a combination of advanced web-based technology and a network that includes the country's most well respected online automotive resources, including Edmunds.com, Kelley Blue Book, AOL Autos, MSN Autos, Yahoo! Autos, NADA Analytical Services Group, AutoVantage.com, AutoNation.com and AutoUSA.com. The vast majority of Ward's Top 100 eDealers use AutoUSA. More information is available online at <http://www.AutoUSA.com>

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

Beyern Custom Wheels for BMW Launches the Rapp

Beyern Wheels (www.beyernwheels.com), a renowned industry leader in the development of wheels designed exclusively for BMW vehicles, launches the Rapp wheel this week at SEMA. SEMA is the premier automotive specialty products trade event in the world.

Las Vegas, NV (Vocus) November 10, 2009 -- The Rapp Wheel is a clean, straight five spoke wheel, taking its name from Karl Rapp, the founder of Rapp Motoren Werke engine shop which would later be renamed Bayerische Motoren Werke, or more commonly known as BMW. The Rapp has a robust, bold style with spokes that meet with a brilliant mirror cut lip.

[The RAPP](#) is available in a variety of staggered applications for BMW, and has wheels available in 17 inch, 18 inch, 19 inch, 20 and 22 inch sizes. The aftermarket wheels are available in a variety of finishes; Silver with Mirror Cut Lip, Gloss Black with a Mirror Cut Lip and a beautiful full Chrome. Machine cut lip sizes vary from a 1.5 inch lip to a 3.5 inch lip for the Rapp BMW Wheels.

Each BMW RAPP wheel is engineered to accept the OE BMW center cap as well as the factory TPMS (Tire Pressure Monitoring System). All wheels are created to be perfectly hub centric and are made to the tightest tolerances. "When it comes to BMW wheels, Beyern has the perfect fit," says Terence Scheckter, President of Beyern Wheels, "Our wheels are hub centric and are built to ensure a smooth, vibration free ride."

Why Beyern? Beyern Wheels are designed exclusively for BMW motor cars and SUV's and they are designed to fit perfectly. The wheels embody more than 20 years of design experience. No surprise it's called the home of BMW Wheels. Beyern offers a wide range of staggered BMW applications, from 17 inch through 22 inch size wheels with up to a 4 inch lip. Beyern wheels for BMW are known for their massive machine cut lips. All wheels are built to Beyern's strict manufacturing standards while maintaining the lightest possible weight, creating high performance wheels that fit perfectly. "We are passionate about design and obsessed with engineering excellence at Beyern Wheels," says Terence Scheckter.

Beyern BMW Wheels also offers the following selection of high performance custom wheels that can be test fitted on BMW vehicles using the [wheels configurator](#) on the website:

- New!! The Beyern Wolff Wheel – a five spoke wheel beveled down to the center, available in Silver with a mirror cut face and chrome lip, Chrome, and Matte black with a gloss black lip.
- The Beyern Mesh wheel - a staggered one piece wheel with classic BMW wheel styling, available in silver with a mirror cut lip, full chrome and gloss black.
- The Beyern Type 5 wheel - a staggered one piece wheel with the classic five spoke look that jets back to create a full sized lip, available in silver with a mirror cut lip and a full chrome.
- The Beyern Multi wheel - a staggered one piece multi-spoke wheel with a bold sporty style, available in silver with a mirror cut lip and a full chrome.

The Beyern Baroque wheel - a three piece wheel with a beautiful designer split multi-spoke style, available in



Silver with a mirror cut lip, full chrome and gloss black

For a dealer near you call: 866-432-3614, or visit Beyern Wheels on the web at www.beyernwheels.com

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

News Image



Brookvale Tyre Icon Joins JAXQuickfit Tyres

Long-time Brookvale Tyre retailer Owen Tyres has joined forces with the national JAXQuickfit Tyres group. Business owners, father-and-son team, Ray and Steve Bird have an incredible 70 years' tyre industry experience between them, and have now partnered with JAXQuickfit Tyres to take the Brookvale store into the next phase.

(PRWEB) November 10, 2009 -- Long-time Brookvale Tyre retailer Owen Tyres has joined forces with the national JAXQuickfit Tyres group.

Business owners, father-and-son team, Ray and Steve Bird have an incredible 70 years' tyre industry experience between them, and have now partnered with JAXQuickfit to take the [Brookvale tyre store](#) into the next phase.

“JAXQuickfit is the most dynamic tyre retailer in Australia and we feel the time is right to form a partnership like this, which we see as very much being mutually beneficial,” Ray explained.

“Although tyre retailing has been strong despite the recent difficult economic times, it's getting tougher and tougher to be an independent in the marketplace, and when you look at what JAXQuickfit is doing, you can't help but be impressed.”

Together with its transition to a JAXQuickfit store, the well known and established OwenTyres facility is getting a customer-focussed renovation with upgrades to the reception and waiting areas, the rest rooms and extended workshop facilities.

With the importance of female customers, who make up a large portion of the tyre buying public, the store upgrade has been carefully considered for all customers, but especially so for females.

“Owen Tyres has been in business 50 years, almost as long as JAXQuickfit, so it is a great honour that such a well respected business should join forces with us,” JAXQuickfit Tyres CEO Jeff Board said.

“For the customers of Brookvale it's a winning combination ... the service and quality they know with the product and pricing that JAXQuickfit's national base can provide.

“It's an exciting time and we are very pleased to welcome Ray and Steve aboard.”

JAXQuickfit [Tyres Brookvale](#) offers the full range of tyre and wheel fitment and servicing, associated accessories and steering, brake and suspension servicing.

Nine staff service customer needs which, in busy and industrial Brookvale, include major truck tyre work, plus light trucks, vans and large fleets.

“There's also a lot of passenger and suburban four-wheel-drive work too, so we're kept very busy,” Ray said.



Ray and Steve have been sharing the daily responsibilities of running a very busy tyre service for most of their respective working lives.

Owen Tyres has always been completely independent and is owned by Ray, Steve and their respective wives – both families being long time residents of the Northern Beaches.

Both enjoy the store's sponsorship of the Manly Sea Eagles NRL team, sports in general, the local beaches and Ray particularly enjoys a round of golf.

Australian-owned JAXQuickfit [Tyres](#) is unique in representing the top five global manufacturing giants of the tyre industry, including quality and high performance passenger car, 4wd and [light truck tyre](#) brands ... BF Goodrich, Bridgestone, Continental, Dunlop, Goodyear, Michelin and Pirelli together with value for money brand options.

This enables it to offer customers a mix of brands that span the premium, major and value-for-money market sectors.

In 2009 JAXQuickfit is celebrating its 60th year in business and nationally serves more than 42,000 customers per month through its 70 stores along the eastern seaboard.

[JAXQuickfit Tyres' Brookvale store](#) (www.jaxquickfit.com.au) is located at: 81 Winbourne Road, Brookvale.
Phone: 9939 6166

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



Minimizer Poly Fenders Now Utilized by Salt Mine Industry

Salt. Every trucker knows how corrosive this element can be on your rig and cargo. Imagine what it would be like if your truck's entire life was spent driving through the stuff? Enter the salt mines of Utah. It's a harsh environment that requires different thinking for equipment survivability. Learn how Minimizer poly fenders make a seemingly impossible task, child's play.

Blooming Prairie, Minn. (PRWEB) November 9, 2009 -- Minimizer poly fenders are the perfect match for the salt mine industry in Utah.

Steve Cook, an Outside Sales and Parts Representative with Kenworth Sales Company out of Salt Lake City, Utah, was contacted a year ago by Morton Salt.

Morton Salt has giant salt mines 40 miles west of Salt Lake City. They had been using aluminum fenders on their T900 Kenworth Trucks for years and were consistently disappointed. The aluminum fender could not withstand the cold, heat and corrosive environment of the Utah salt mines.

Kenworth Sales Company suggested they try the Minimizer poly fender. The result was a happy customer.

"This is an ideal fender for the salt mine industry," said Steve, "it can handle the harsh conditions of the salt mines, there's been no corrosion. Now the customer plans on transitioning all of their vehicles to the Minimizer poly fenders. They use the quarter fenders and full fenders. They are really pleased!"

Since inception Minimizer poly fenders have always been unique, they don't rust. The material they're constructed from is 100% polyethylene. As a result, they don't need paint, they never fade or stress crack and you don't have to polish them. That's the Minimizer Advantage!

Minimizer [poly fenders](#) will enhance the performance and look of all makes and models of over the road trucks, construction vehicles, or agriculture equipment. Enhance your vehicle with Minimizer poly products. The toughness is unmatched as seen on this Minimizer promotional video entitled "Tested & Tortured".

To order Minimizer poly fenders find a distributor by clicking [here](#). Minimizer poly fenders and related products are available through exclusive Minimizer distributors.

For more information or to contact a dealer, call us at (800) 248-3855 or visit our website or email us at [info\(at\)minimizer\(dot\)com](mailto:info@minimizer.com).

About Minimizer

Headquartered in Blooming Prairie, Minn., Minimizer manufactures poly truck fenders, poly toolboxes, customized mud flaps, and bracket kits. Family owned and operated for nearly three generations, Minimizer parent company Spray Control Systems, Inc., was founded in 1983. Minimizer aims to provide products tough



enough to please tough people in a tough industry. For more information call (800) 248-3855 or visit www.minimizer.com.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

News Image





Roll-Kraft's Dr. Resolve Answers Roll Tooling And Roll Forming Equipment Questions 24/7

Roll-Kraft now offers "Dr. Resolve," a new online tool that allows welded tube, pipe, and metal roll forming producers to submit roll tooling and roll forming equipment questions through a simple online form. Once the form has been submitted, Roll-Kraft's entire technical staff is immediately alerted and an answer is provided as quickly as possible by the most appropriate technical contact. Dr. Resolve not only answers questions related to Roll-Kraft equipment and products, but will provide guidance and advice regarding products of other manufacturers, as well.

Mentor, OH (PRWEB) November 8, 2009 -- [Roll-Kraft](#) is pleased to announce "[Dr. Resolve](#)," the quickest way to answer any roll tooling or roll forming equipment questions.

Dr. Resolve is a simple online form that allows users to get quick answers to challenging technical questions. Welded tube, pipe, and metal [roll forming](#) producers can use the form to provide a description of the related product or industry and explain their troublesome symptoms. Once the form has been submitted, Roll-Kraft's entire technical staff is immediately alerted and an answer is provided as quickly as possible by the most appropriate technical contact.

Dr. Resolve is available on Roll-Kraft's web site at <http://www.roll-kraft.net/DrResolveQA.php>.

"There is no other resource in the industry that allows users to have their roll tooling and roll forming equipment questions answered 24/7 online," said Roll-Kraft's president, Chuck Gehrisch. "Dr. Resolve's capabilities are not simply limited to Roll-Kraft products or equipment. We'll gladly provide an answer to any problem a customer may be having with any roll tooling or roll forming equipment."

If an answer cannot be provided online, Roll-Kraft's technical experts make house calls, as well. "We are committed to doing the right thing for our customers," Gehrisch said. "This is why Roll-Kraft offers no-cost initial mill evaluations. Our technicians will evaluate all of the equipment in your mill operation and provide you with a detailed written report of findings and recommendations."

About Roll-Kraft

Roll-Kraft is a designer and manufacturer of roll tooling and roll forming equipment for welded tube, pipe, and metal roll forming producers, with headquarters in Mentor, Ohio, and offices in Frankfurt, Illinois (Roll-Kraft Northern), and Woodbridge, Ontario, Canada (Roll-Kraft Ltd.). Roll-Kraft can be reached by phone at (440) 205-3100, or fax at (440) 205-3110. Roll-Kraft president, Chuck Gehrisch, can be contacted at 888-953-9400. For more information about Roll-Kraft products and services, please visit www.roll-kraft.com.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

News Image



Magnalight.com Adds 3200 Lumen Camouflage HID Lights

Larson Electronics adds a camouflage 3200 lumen HID light to its Magnalight line of hunting lights. Producing the retail candlepower equivalent of 15 million candlepower, this surface mount light draws only 3 amps, making it applicable to hunting trucks and 4 wheelers.

(Vocus) November 6, 2009 -- Larson Electronics' announced the addition of a 35 watt HID light that operates on 12 and 24 volts DC. The light offers a Next Vista camouflage exterior and 3200 lumens of light output, easily producing a 2800 foot, bright, white beam. A simple stud mount with adjustable angle bracket enables the operator to set the position of the beam on the hunting vehicle. This HID hunting light draws less than 1/3 of the amps of a typical 100 watt halogen, but produces 5 times more light. This makes the [HID-5500-C HID camouflage light](#) applicable not only to trucks but also the 4 wheelers and other light duty off road vehicles that lack alternators.

“We are taking a popular, durable [HID light](#) from our utility line and offering with a popular camouflage coating for the hunters,” said Rob Bresnahan with Magnalight.com. “The lightweight, rugged nylon housing is just under 6 inches in diameter, and produces a nice, tight beam that illuminates targets to 3000 feet with bright, white light. This HID [hunting light](#) offers a lower price point, but similar durability to its cousins with a cast aluminum housing, like the HID-65 series. The combination of power, low amp draw and lightweight durability is applicable for smaller off road vehicles and full blown hunting trucks alike,” Rob concluded.

Larson Electronics' magnalight.com offers a wide range of permanent mount and handheld hunting lights. Ranging from the popular HL-85-HID handheld spotlight with cigarette plug to the GL-3085H-M camouflage remote control spotlight, magnalight.com continues to develop and manage an extensive line of powerful, durable spotlights for the hunting market.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



TSW Alloy Wheels Launches the Zolder Multi-Spoke Wheel

TSW Alloy Wheels has launched a staggering line up of new wheels at SEMA, the premier automotive specialty products trade event in the world. TSW Alloy Wheels is renowned as an industry leader in the development of innovative and striking staggered aftermarket wheels, all engineered for the perfect fit. One of the new wheels introduced by TSW is the meticulously designed multi-spoke wheel, the Zolder.

Las Vegas, NV (PRWEB) November 7, 2009 -- [TSW Alloy Wheels](#) has launched a staggering line up of [new wheels](#) at SEMA, the premier automotive specialty products trade event in the world. TSW Alloy Wheels is renowned as an industry leader in the development of innovative and striking staggered aftermarket wheels, all engineered for the perfect fit.

One of the new wheels introduced by TSW is the meticulously designed multi-spoke wheel, the [Zolder](#). The Zolder takes its name from the Belgian track that has played host to the top racing circuits of the world. "The Zolder wheel is a clean and bold multi-spoke that pushes the limit of one-piece style" says Terence Scheckter, President of TSW Alloy Wheels, "We're excited about launching this new wheel in a range of great finishes." The Zolder is available in a beautiful Gloss White with Mirror cut face and lip, Gloss Gold with Mirror Cut lip, and Gloss Black and Hyper Silver with Mirror cut lip.

Zolder wheels are available in an array of staggered sizes, 17x7, 17x8, 18x8, 18x9.5, 19x8, 19x9.5, 20x8.5, and 20x10. The wheel is made for four, and five lug passenger cars and small SUV's. Both high and low offsets are available from 20 to 45mm. As with all TSW wheels; the Zolder is hub-centric. "Our hub centric wheels will ensure a smooth, vibration free ride," says Terence Scheckter, President of TSW Alloy Wheels.

The Zolder is built to TSW's strict manufacturing standards while maintaining the lightest possible weight. "We are obsessed with engineering excellence at TSW Wheels," says Scheckter, "We strive to offer the perfect fit for your vehicle."

[About TSW Alloy wheels](#): Founded by a former Formula One racing driver, TSW has been involved in motor racing around the globe for over thirty years. TSW manufactures the largest range of staggered one piece alloy wheels in the world. TSW Alloy Wheels offers a broad range of styles and finishes, including [black wheels](#), [hyper silver wheels](#), machine cut wheels and [chrome wheels](#). Sizes of TSW wheels range from fifteen inch wheels through staggered twenty two inch wheel applications.

The TSW group also owns several other custom aftermarket wheel brands that address specific vehicles, including a group of marquee specific brands.

For a dealer near you call: 888-766-1114, or visit TSW on the web at www.tsw.com.

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You can read the online version of this press release [here](#).

News Image



Magnalight.com Adds the NATO Plug to its 24 Volt HML-5M Military Spotlight

Larson Electronics added a new model of the Magnalight HML-5M equipped with the NATA slave cable plug. The popular 24 volt military spotlight is a component of the Escalation of Force Kit and the Vehicle Checkpoint Kit provided to deployed soldiers overseas.

(Vocus) November 5, 2009 -- Larson Electronics announced that its popular [military spotlight, the HML-5M](#) is now available with the NATO slave cable plug. The HML-5M, a 24 volt spotlight with magnetic base and detachable cord is currently available with cigarette plug, ring terminals, battery spring clamps or Hubbell connectors. With the addition of the NATO slave cable plug, the HML-5M military spotlight can take advantage of the universal connector found in most military vehicle. The HML-5M features a 100 pound grip magnetic base and the light head is adjustable via a reverse pistol grip handle.

The [24 volt military spotlight](#) will hold its beam angle one the operator positions the pan and tilt of the beam. The HML-5M 24 volt spotlight is a standard component in the Escalation of Force Kit issued to US soldiers in Iraq and Afghanistan. The handheld spotlight with magnetic base is a standard component of the new Vehicle Checkpoint Kit issued in Afghanistan.

“The NATO slave cable plug adds value to the HML-5M, since it extends the range of military vehicles that it can be powered from,” said Rob Bresnahan with Larson Electronics’ magnalight.com. “Obviously, the military HMMWVs all have this connector, however a lot of the newer MRAPs and MATVs also have the standard cigarette plug for the HML-5M-CP spotlight. Initially, soldiers used the [HML-5M-RT 24 volt spotlight with ring terminals](#) to connect the light to the battery beneath the passenger seat in the HMMWV. The spotlight’s other attributes continue to be applicable with a strong magnetic base, bright white light output and a durable, rugged housing and frame. We also offer the HML-5M-IR lens cover with coated borosilicate, which passes more than 93% of the light energy in the 850nm or 940nm wavelengths for covert night vision oriented applications.

Larson Electronics produces a wide range of products for the military including 24 volt spotlights, rechargeable HID spotlights, IR illuminators, and IR beacons. You can learn more Larson Electronics at magnalight.com or 1-800-369-6671 (1-214-616-6180 international).

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You can read the online version of this press release [here](#).



Wildlife Vacations, Inc. Announces the Re-launch of its World Famous www.GalapagosLegend.com Website! Re-discover the Galapagos Islands With Us

Wildlife Vacations, Inc. is the premier upscale cruise and tour operator for soft-adventure travel packages and high-end "tailor-made" journeys to the remote Galapagos Islands of Ecuador. This week Wildlife Vacations kicked off the much anticipated restructuring of the www.GalapagosLegend.com Website; which has a focus on our Galapagos Coral I Yacht, Galapagos Coral II Yacht and the M/V Galapagos Legend; check it out live!

(PRWEB) November 6, 2009 -- Wildlife Vacations, Inc. is the premier upscale cruise and tour operator for soft-adventure travel packages and high-end "tailor-made" journeys to the remote Galapagos Islands of Ecuador. This week Wildlife Vacations kicked off the much anticipated restructuring of the www.GalapagosLegend.com Website; which has a focus on our Galapagos Coral I Yacht, Galapagos Coral II Yacht and the M/V Galapagos Legend; check it out live!

Having several decades of experience in planning and operating Galapagos cruises, custom designed travel and unusual, exotic and hard to find elements of the vacation packages in the famous Galapagos Islands of Ecuador. This San Diego, California based travel company is embarking on a new era of service for the Galapagos Islands. The company, which is headed by its President and CEO Jonathan R. Pinto, has placed its 3rd generation of knowledge into the re-branding of this Website. "We wanted to make a site that brought back the basics of Ecuador and the Galapagos Islands," said Pinto. "These days, so many tour companies and tour operators will tell you just about anything to get you to pay your deposit or your travel agency to work with them. The issue becomes quite different upon the return of the clients. They wonder, 'was it the best choice or vessel? Should we really tell our friends to take "THAT BOAT"?' I firmly believe the travel options featured on our re-built site www.GalapagosLegend.com trips are designed with our clients' satisfaction, safety and wellbeing in mind," stated Pinto.

With so much to explore on the new Website, visitors are invited to take an in-depth look at the islands of the Galapagos, with detailed descriptions of the varied terrains, vast history, as well as available tourism options throughout the Archipelago. Travel enthusiasts will be able to acquire information on the wide variety of hotels, ships, yachts and catamarans, with just a click of a button.

"The objective of this new Website is to provide a wealth of information on a variety of topics to attract both new and experienced travelers considering a Galapagos vacation," added Pinto of Wildlife Vacations, Inc.

We invite you to visit our redesigned site and look forward to hearing from you when you are ready to have us "tailor-make" your next journey aboard the M/V Galapagos Legend, Galapagos Coral II (20-passenger capacity yacht), Galapagos Coral I (36-passenger capacity yacht); visit www.GalapagosLegend.com

About Wildlife Vacations, Inc.

Since the 1970s, Galapagos Cruises and Vacations from Wildlife Vacations, Inc. has offered exceptional and unique upscale adventure cruises and soft-adventure custom tour programs to Ecuador, the enchanted Galapagos



Islands, Machu Picchu, tours to every corner of Peru and much more. We offer travel programs for families, small and large, travel groups, yacht and ship charters for corporations and incentive travel for groups of almost any size.

Find out more by visiting: www.GalapagosLegend.com or calling us toll-free at (877) 385 – 1433, or directly at (858) 385 – 1433.

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Online Web 2.0 VersionYou can read the online version of this press release [here](#).



Belle Tire Offers Advanced Training for Technicians

Belle Tire, the number one tire retailer in Michigan, continues to invest in the state and its local communities by offering advanced training to its current technicians and providing them with a new and exciting career opportunity as a certified technician.

Allen Park, Mich. (PRWEB) November 6, 2009 -- [Belle Tire](#), the number one tire retailer in Michigan, continues to invest in the state and its local communities by offering advanced training to its current technicians and providing them with a new and exciting career opportunity as a certified technician.

This training program, unlike any other offered by retailers in the area, is being conducted by Master Automotive Service Excellence (ASE) Technician Larry Bluford. Mr. Bluford is highly qualified with over 30 years of experience in automotive service. The 90 day training program is made up of five students whom are chosen based on their aptitude and motivation for a mechanical career. The students are selected by Mr. Bluford from over 800 Belle Tire service employees.

The training classes are conducted at The Belle Tire Auto Tech Development Center, located at the Belle Tire Headquarters and Distribution Center in Allen Park. Classes are conducted five days a week and combine a rigorous curriculum of classroom training, testing and hands on training.

To provide quality hands on training to the students, Belle Tire is offering consumers a discount of up to 50% off the services performed on their vehicles at the Belle Tire Auto Tech Development Center in Allen Park during training. Belle Tire curriculum includes, but is not limited to, training in the following areas; Wheel Alignment and Balancing, Brake Systems, Steering & Suspension, Air Conditioning, Batteries, Starters and Alternators, Shocks and Struts, and Cooling Systems. To ensure every job is done to Belle Tire standards, Mr. Bluford oversees all repairs. In the past, city employees from Melvindale and Allen Park took advantage of the huge discounts by bringing their personal vehicles in to the Auto Tech Development Center for service. Most repairs take one day and require an appointment.

"Belle Tire has been in business for over 85 years and is invested in Michigan. By offering advanced training to our current employees, it gives them an opportunity at a solid career foundation and advanced career opportunities, it also provides consumers with a way to save even more on auto service," said Jeff Kruse, Vice President of Retail Operations at Belle Tire.

Upon completion of training and graduation, Belle Tire provides each graduating student with a mechanics tools set valued at over \$8000, and each graduate is immediately placed at a Belle Tire retail location to begin their new careers. Belle Tire currently employs 289 technicians who have received their ASE Certification, 87 of whom are ASE Certified Master Technicians.

This new training program is just another way Belle Tire continues to strive for excellence and provides customers with an exceptional level of service beyond compare, additional value for those taking advantage of the up to 50% off discounts at the Auto Tech Development Center and advances the careers for ambition young men and women.



The Belle Tire Auto Tech Development Center is located at 1000 Enterprise Drive and is open five days a week, Monday through Friday, 8am—5pm, and can be reached at 313-271-9400 ext. 246.

About Belle Tire

Allen Park, Mich.-based Belle Tire was founded in 1922 when it opened the first Belle Tire location in Detroit, Mich. Today, the company has expanded to 80 locations across Michigan and Ohio. Belle Tire offers discount tires and variety of car care needs, ranging from auto glass repair, auto glass replacement, brakes, alignments, batteries, shocks and struts, exhaust system repair, batteries, and oil changes. For more information about Belle Tire, visit <http://www.belletire.com/>. Join the Belle Tire Advantage today, <http://belletireadvantage.com/>.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



Carroll Shelby Grants Classic Recreations License to Build Official Shelby Gt500cr

Internationally recognized custom coachbuilder expands offerings to include officially licensed Shelby GT500CR continuation vehicles

Yukon, OK (Vocus) November 5, 2009 -- Classic Recreations, a noted bespoke coachbuilder known for exotic Mustang supercars that have been shipped all over the globe, has been granted a license by Carroll Shelby Licensing Inc. to build an iconic continuation car based on classic 1967 and 1968 Mustangs: the Shelby GT500CR.

"I am humbled and honored by the opportunity to work with a legend like Carroll Shelby," said Classic Recreations owner Jason Engel. "We pride ourselves on building the finest coachbuilt muscle cars in the world, and I'm thrilled that this new opportunity will allow us to build some of the fastest and coolest supercars on the road today. Other shops build cars. We sit down with a client, listen to their fantasies, and then turn those into reality."

Every Shelby GT500CR will be built with authentic Shelby Performance parts and with input and oversight from Carroll Shelby Licensing and Shelby Automobiles technical staff. Each car built at the Classic Recreations facility will leave the shop with an official Shelby serial number, badges and will be included in the official Shelby Worldwide Registry. More details on the new model will be released shortly.

"We are still working out a few details, but I know Shelby fans will love the new car," Engel said. "It retains the most iconic Shelby elements everyone loves with modern performance and supercar level horsepower. Then add the panache of having a real Shelby GT500CR complete with a serial number and the man's name right on the rocker panel. For Mustang fans, you absolutely can't beat that."

Classic Recreations is the first custom car builder to receive an official license to build the new GT500CR model.

About Classic Recreations

Classic Recreations founder Jason Engel, and his company's team skilled technicians and craftsmen, have been modifying and custom fabricating high-performance vehicles for more than 10 years. Each built-to-order vehicle takes approximately four months (nearly 2,500 man hours) of painstaking assembly. Find out more about how to get your own customized vehicle at www.1967fastback.com.

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You can read the online version of this press release [here](#).



Magnalight.com Adds Red Lens Halogen and HID Hunting Spotlights

Larson Electronics' magnalight.com added handheld spotlights with dedicated red lens configurations specifically for hunting and spotting applications. By using a dedicated red lens and not a snap on style lens, the HL-85-HID-RL HID spotlight and other handheld [hunting lights](#) retain their intensity and beam length.

(Vocus) November 4, 2009 -- Larson Electronics' magnalight.com announced the addition of a red lens only handheld spotlight for hunting and spotting. While the red lens and reflector assembly is interchangeable with the clear lens and reflector assembly, the red lens series of handheld spotlights is dedicated to red light output. Often times, "snap on" style red lenses can enable white light to leak out. More importantly, stacking lens reduces the amount of light output delivered by the spotlight. By using a dedicated red lens and reflector combination, the [HL-85-HID-R HID spotlight](#), HL-85-RL halogen spotlight, RL-85-RL rechargeable halogen spotlight deliver high output red light.

"By substituting the red lens and reflector head for the standard clear lens spotlight configuration, we are giving hunters exactly what they need, while saving them money," said Rob Bresnahan with Larson Electronics' magnalight.com. "We just added it to the magnalight.com site on Monday and already we have seen a big jump in sales. The HL-85 and RL-85 series of spotlights have adjustable beams. By twisting the lens and reflector assembly in one direction, you can shorten and widen the beam into a standard flood configuration. By turning the lens assembly in the other direction, you can create a focused spot beam. When you introduce a color into a polycarbonate lens, you automatically reduce the light energy that passes through it. Traditionally, spotlight manufacturers offered a 'snap on' lens to adjust the color. By doing so, they dramatically reduce the light energy transmitted. With this in mind, we designed a red lens only configuration, which preserves the intensity of the flood beam and the distance of the spot beam while giving a pure red output. Plus, there is no white light leakage which is common with some snap on lenses.

Larson Electronics manufactures a wide range of spotlights, including the HL-85-HID spotlight, the HL-85 halogen spotlight and the HL-85-10W LED spotlight for military, work and hunting applications. With 40 years of experience, including the being the first company to manufacture a cigarette plug powered spotlight in the late 1960s, Larson Electronics continues to deliver quality oriented, innovative spotlights. The HML-5M military spotlight is standard issue to deployed soldiers in Iraq and Afghanistan as part of the Escalation of Force Kit. The HML-3 halogen spotlight with magnetic base continues to be a mainstay in cable service trucks throughout the United States. New and innovative products include the [HL-85-10W1 LED spotlight](#) which delivers the power of a 100 watt halogen spotlight, producing a 900 foot beam, but draws less than 1 amp on 12 volts and can run more than 5 years 24/7 without a bulb change. You can learn more about Larson Electronics at magnalight.com or 1-800-369-6671 (1-214-616-6180 international).

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You can read the online version of this press release [here](#).



John Megel Used Cars Ranks as a Top Used Car Dealer in Georgia

John Megel Chevrolet which serves the Georgia new and used car markets is ranked in the Top 10 Chevrolet Dealerships in their Southeast District. This distinction highlights John Megel Chevrolet as one of the premier Chevrolet Dealerships in the state of Georgia. They achieved this ranking by leading their competitors in sales, service and customer satisfaction over the past 7 of 10 months. John Megel Chevy has been in business for over 19 years providing the highest quality Chevrolet products to their Georgia customers in Dawsonville, GA, Cumming, GA, Dahlonega, GA, Alpharetta, GA, Roswell, GA and all of the metro Atlanta GA area.

Dawsonville, GA (PRWEB) November 5, 2009 -- [John Megel Used Cars](#) which serves the Georgia new and used car markets is ranked in the Top 10 Chevrolet Dealerships in their Southeast District. This distinction highlights John Megel Chevrolet as one of the premier Chevrolet Dealerships in the state of Georgia. They achieved this ranking by leading their competitors in sales, service and customer satisfaction over 7 of the last 10 months. John Megel Chevy has been in business for over 19 years providing the highest quality Chevrolet products to their Georgia customers in Dawsonville, GA, Cumming, GA, Dahlonega, GA, Alpharetta, GA, Roswell, GA and all of the metro Atlanta GA area. Their GA used car division, [John Megel Used Cars](#), is second to none; carrying a huge selection of GM Certified Used Vehicles and other low mileage used cars and trucks.

John Megel Chevrolet is located in a [state-of-the-art facility](#) on GA-400 just north of Cumming GA. The new facility houses John Megel's sales and management offices and a beautiful reception area for customers. The facility is also home to John Megel's Chevrolet Service Department. They can handle any level of Chevrolet and GM maintenance from routine maintenance and warranty work to extensive vehicle systems maintenance. Their maintenance area has lounge where customers can relax while waiting for their cars during routine maintenance. The lounge includes wireless internet service and free coffee for their customers.

[John Megel Used Cars](#) provides the best inventory and selection of used cars in North Georgia. They specialize in GM Certified Used Vehicles that have been through a 117 point inspection that ensures that the vehicle is in excellent condition and will provide the buyer long lasting reliable transportation. When you buy a GM Certified Used Vehicle from John Megel Used Cars you get a 12 Month/12,000 Mile Bumper to Bumper warranty, a vehicle history report, 3-Day/150 Mile satisfaction guarantee and a 100,000 Mile/5Year powertrain limited warranty.

[John Megel Used Cars](#) also carries a large selection of high quality non GM used cars that are very competitively priced. They also have an extensive internet web presence that provides internet shoppers the opportunity to shop for John Megel Used Cars in the comfort of their home or office. They have an [internet used car specialist](#) who can answer customer's questions about used cars and help them in the purchase of a great used car. The internet age of internet car shopping is here and John Megel Chevrolet is providing customer's the best in an internet car shopping experience.

Shawn Streib, the General Manager of John Megel Used Cars, remarked about their success in reaching the Top 10 Ranking of Chevrolet Dealerships the Southeast District. "Our team at John Megel Used Cars is clearly the best in Georgia. We have people who really care about our customers and strive to give them a great car buying



and ownership experience. Our team has been working really hard to achieve this important ranking. With over 60 Chevrolet Dealerships in our District ranking in the Top 10 is an award that shows that we have created a car buying environment and customer experience that is truly a cut above the rest. I am really proud of our entire John Megel Team from our sales personnel to our maintenance service technicians and support staff; they have gone above and beyond to make us truly standout from other Georgia Chevrolet Dealers.

John Megel Chevrolet serves the Georgia new and used car markets and is located at: 1392 Hwy 400 South, Dawsonville, GA 30534, USA. Phone: 800-917-5837 / 706-265-5400 / 770-932-3140.

###



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Online Web 2.0 Version

You can read the online version of this press release [here](#).



Reptile dot com enters online auto field with 43 car communities

OnlineHobbyist.com, Inc., a long established Central Texas-based builder of online social communities, announced today that it has entered the automotive field with the launch of 43 new car communities.

Austin, Texas (PRWEB) -- OnlineHobbyist.com, Inc., a long established Central Texas-based builder of online social communities, announced today that it has entered the automotive field with the launch of 43 new car communities.

OnlineHobbyist.com, Inc. is an established presence among online communities, having launched its kingsnake.com pet owner community in 1997 and operated the PetHobbyist communities since 1999.

kingsnake.com is the largest and most popular reptile and amphibian owners' community and one of the most popular pet sites on the Internet. Delivering over a quarter billion page views per year, it served as a prototype for a new software system developed in-house that has been dubbed internally the "global community platform."

"Watching our existing communities grow over the past 12 years, we have developed an intimate knowledge of what makes communities work from both the technical and social aspects," said OnlineHobbyist.com CEO Jeff Barringer. "The software we have developed based on this knowledge will allow us to build and grow multiple communities using a single platform. It's very scalable, allowing us to develop large and small communities and tailor them to our users' needs."

A native of Indianapolis, Barringer was literally born with cars in his blood; his mother attended the Indy 500 just three months before he was born.

The son of a former GM staffer and Buick sales manager, he spent his youth watching Indy time trials, collecting Hot Wheels, and reading the numerous car brochures and magazines found around the house. By his teens he was doing electronic mods on the family cars, and in his twenties was working for Road Sounds and Custom Sounds doing design and installation of high end electronics systems in luxury autos. After 10 years working on and driving cars such as Ferraris, Maseratis, Lamborghinis, Bentleys and other marks, in 1991 Jeff left the car aftermarket industry to enter the computer industry.

Speaking from the SEMA convention in Las Vegas, Mike Cofield, president of Custom Sounds, one of the nation's leading mobile electronics retailers, said, "With Jeff's obvious love for cars, we were surprised to see him leave the aftermarket industry for computers back in '91, but his success on the Internet has been outstanding."

These new communities mark his return to the automotive industry after almost 20 years, during what many would say is the worst possible time.

"People called me crazy when I quit Compaq Computers to launch a web site for snake enthusiasts, so I'm used to swimming against the current of popular opinion," said Barringer. "Barring Cash For Clunkers, there will probably never be any fewer cars on the road than there are today."



The technologies may change, the people may change, the companies may change, but people will always need cars and car parts."

"We are excited to see that Jeff has come full circle, and have no doubt that the integration of his love for cars and success in the Internet industry will result in outstanding achievements," said Cofield. "Seeing that success in other industries we chose to be early adopters when he came back to the automotive field, and look forward to working with him to market our products. We are excited to see the launch of his new communities, and will be participating as sponsors."

To market the new car communities, Barringer has also launched kingsnake racing, which has been building a fleet of tuner project cars, including a C6 Corvette decked out in carbon fiber. Driving the Corvette coast to coast during the late summer, Barringer displayed the car at a number of trade shows, including shows in Daytona Beach, Chicago, and Anaheim.

"Everywhere I stopped, people wanted to take their picture with the car," he said. "There must be thousands of picture floating around the Internet now."

As to plans for racing the project cars, Barringer was less certain. "We are planning on racing all of our cars in some fashion, but we will need to find a few more sponsors to get them track ready. We have three cars now, and we plan on adding three more in 2010."

Barringer will be traveling to this week's SEMA show in Las Vegas to officially launch the new communities and meet with advertisers and sponsors.

About OnlineHobbyist:

A privately held corporation, OnlineHobbyist.com, Inc. was formed in September of 1999 based on the assets of the former kingsnake.com publications. OnlineHobbyist is a builder of virtual communities located outside the Silicon Hills of Austin, Texas and specializes in building social communities for hobbyists of all kinds. It maintains its own server farm at the PrismNet collocation facility in Austin Texas, and develops the majority of its code in-house.

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For more information on kingsnake racing and sponsorship opportunities see <http://kingsnake.com/racing>

OnlineHobbyist Initial Car Communities:



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