



## CONFIDENTIAL

Friday, July 31, 2009

To: ICONIC Management  
From: DRIVEN Media Communications  
Subject: Messaging for Component Car and AC Bristol

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Below is ICONIC's internal statement on the current component positioning and partnership messaging of the ICONIC AC Roadster™. The statement is to be used internally among ICONIC employees, the marketing and PR teams. This document is not to be released to media. If communication with the media and potential customers needs to occur, then we will all be able to speak from this document in general terms.

### **ICONIC Component Positioning:**

**The ICONIC AC Roadster is designed from the ground up to be the World's most completely refined Roadster. The engineering team at ICONIC brought together the very best in high performance components to build a vehicle that is literally flawless. Although defined as a component vehicle, there is no other car on the planet that has endured the same kind of engineering prowess and attention to detail as the ICONIC AC Roadster. During the course of development, ICONIC has stayed true to this concept and has focused all of its efforts on delivering a one-of-a-kind timepiece that will live for ages. As part of the design process, ICONIC partnered with some of the auto industry's most trusted and renown engineers to collaborate on ICONIC's dream. The result is the 2010 ICONIC AC Roadster.**

### **ICONIC AC Partnership Positioning:**

As part of the design and build of this all-new roadster, ICONIC has partnered with AC®Cars to brand this individual model. The partnership between ICONIC and AC represents the modern synthesis of the rich history and heritage of the AC brand which spans over 100 years. Having been founded in the UK, AC holds a dash of Italian heritage from the late '60's and early '70's and was actually owned by Ford in the 1980's. The ICONIC AC Roadster also pays homage to the historic AC Cobras of the 1960's, but in a more modern and highly refined way. Today's technology allows for ICONIC to develop and engineer some of world's most advanced vehicles.

**The Auto Carriers (AC) name made its first automotive appearance in 1907 as an official company. The A.C. Sociale was launched that same year in 1907 and the famed AC logo became a mainstay in the auto industry. The AC name has been around for nearly 102 years and is a part of the fabric of the auto industry. It wasn't until the 1960's that AC really became lauded by the auto industry. In 1961, the most prolific AC vehicle came to market – the AC Bristol-Ace Cobra.**

**Many in the auto industry have only identified the Shelby Cobra as being the originators of this style of automobile. But, in reality it's always been AC.**

It is highly recommended that all ICONIC employees fully understand this message and that they only speak in positive terms about the development process of this vehicle and partnership. Although many will have questions pertaining to the AC partnership, the core message is about creating world-class vehicle. Although this might be challenged we must maintain a unified message.