



NO COMPROMISE, NO COMPARISON

## **ICONIC MOTORS SELECTS REKNOWNED PEBBLE BEACH CONCOURS d' ELEGANCE TO ANNOUNCE THE DEBUT OF THE 2010 ICONIC AC ROADSTER**

*- 210 MPH, 0-60 in less than 3 Seconds, ¼ Mile in less than 9 Seconds, 1.1+ G skid pad -*

**Detroit, MI (August 13, 2009)** – ICONIC Motors, one of the automobile industry's premier luxury and high performance vehicle makers, today announced the debut of its 2010 ICONIC AC Roadster™ at the 2009 Pebble Beach Concours d' Elegance. The 2010 ICONIC AC Roadster is designed from the ground up to be one of the world's most completely refined and advanced super cars. Virtually no other vehicle on the planet has undergone the same kind of engineering development and attention to detail as the ICONIC AC Roadster. ICONIC Motors has stayed true to its foundational mantra of Uncompromised Excellence™ and has focused all of its efforts on delivering a one-of-a-kind timeless automotive masterpiece that will live on for the ages.

ICONIC has selected the 2009 Pebble Beach Concours d' Elegance to debut its all-new super car as the four day exhibition is a display of the finest automobiles from around the world. The ICONIC AC Roadster pays tribute to historic muscle cars of yesterday, but underneath the updated exterior showcases the technological innovation and advancements for tomorrow.

"The ICONIC AC Roadster is more than just a car, it's among the world's most refined and beautifully designed super cars. It's probably the lightest, strongest, most well engineered, high performance roadster of our time. The engine, drive train, support electronics and overall chassis make this one of the most complete vehicle packages on the market today and is made right here in the USA," said Claudio Ballard, chairman and founder, ICONIC Motors.

"The Pebble Beach Concours d' Elegance is similar to attending a Formula 1 event as it brings together the highest end vehicle show pieces, clientele and the pure nostalgic nature of the event itself. With the classy design of the ICONIC AC Roadster, there is no better venue than Pebble Beach for us to debut this historic new car."

ICONIC Motors sets itself apart from any other car company in the world because almost each individual part is an exclusive design of ICONIC Motors. Utilizing CAD, the engineering team begins the development process from the ground up and only uses the most advanced material sciences throughout the build phase. This allows for ICONIC to test each element of the car before they are actually created to ensure they will work seamlessly with optimized strength and weight. Conveying the look and style of timeless classic roadsters of the 1950's and '60's, but infusing all of the modern innovation and engineering available today, this super sports car is truly the first of its kind. It combines high end luxury, ultra high quality, American made parts and world class fine bespoke detailing.

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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. 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.

**About ICONIC Motors, Inc.**

ICONIC Motors LLC, with production facilities in Dearborn, Michigan, represents the future of automotive design and innovation. Started with one man's relentless drive, innovation and passion to conceive, design, engineer and construct a high performance luxury super sports car entirely in the United States of America. After years of research and development with some of the finest engineers in the fields of automotive engineering, electronics and leading-edge materials science, the ICONIC Motor philosophy of Uncompromised Excellence is evident in each product it builds.

For more information on ICONIC Motors, please contact DRIVEN Media Communications at (951) 461-2429 or via e-mail at [ICONIC-PR@drivenmc.com](mailto:ICONIC-PR@drivenmc.com).

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