



SALEEN

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**Saleen Performance Vehicles Introduces New Mobile App and New Websites;
Showcases 435S and S281 at 2010 North American International Auto Show**

DETROIT – January 8, 2010 – Michigan-based Saleen Performance Vehicles will bring two of its premier assets - performance and technology – to its presence at the 2010 North American International Auto Show in Detroit during press week from January 11-14, and public days from January 16-24.

The Saleen Performance Vehicles exhibit is located in the Cobo Hall Concourse, near the Macomb Hall entrance. Automotive enthusiasts can get up close to the Saleen 435S and the Saleen S281, which will be making its Detroit debut.

As a Michigan-based company, Saleen is also using the world's premier auto show as a platform to announce its mobile presence to the international automotive industry and performance vehicle enthusiasts.

***Saleen Performance* Mobile Application**

Visitors to the booth will have first access to the new Saleen Performance Vehicles mobile application. Touted as the first vehicle configuration application on the mobile market, the *Saleen Performance* app provides Saleen owners, enthusiasts and media instant access to the latest vehicles, photos and news from Saleen.

Saleen Performance Vehicles has been delighting drivers with its sophisticated, limited-edition, high-performance cars for more than 25 years by putting Power in the Hands of a Few.

The Saleen app enables users to: check out the vehicles – the beauty, power, specs and features; configure a Saleen Performance Vehicle; see the images and experience the sounds of Saleen power; share configured Saleen vehicles with friends; browse SpeedLab parts for body, engine, driveline, brakes, suspension, and many more high-performance components and connect with a Saleen dealer.

To download the Saleen Performance app, visit

<http://itunes.apple.com/us/app/id347857894?mt=8>

Saleen Performance Vehicles Launches Two New Websites

In conjunction with the opening of the 2010 North American International Auto Show, Saleen Performance Vehicles will also be launching two all new websites at www.saleen.com and www.speedlab.saleen.com on Monday, January 11.

In addition to news, photos and product information about Saleen's latest vehicles, the all-new Saleen.com now includes:

- Sharing elements for social media integration
- A lifestyle section that includes information and links to Saleen clubs, the new mobile application and social media sites
- A special section for journalists to register for high resolution images and other materials

On the newly created Speedlab.Saleen.com, visitors can:

- Purchase Saleen Performance Vehicle products online with complete shopping cart functionality. Products include: engines, interiors, exhausts, lighting, the all new suspension kit, brakes, accessories, apparel and much more
- Create a wish list of Saleen products they are interested in purchasing and invite others to see their wish list

Key Members of the Saleen Team on Hand

Key members of the Saleen Performance Vehicles staff, President and CEO Michael Shields; Design Director, David Byron; Director of Sales/Brand Manager, Michael Timarac; and Operations Manager, Jess Albright, will be onsite during press days to speak with media and auto show attendees.

2010 Saleen S281

The 2010 Saleen S281 was unveiled with rave reviews to the automotive industry during the 2009 SEMA show, and also made an appearance at the 2009 Los Angeles International Auto Show. This will be its first appearance in Detroit.

The S281, based on the 2010 Ford Mustang, displays a premium level of design consideration, both exterior and interior, with performance to match. It builds on the Saleen tradition of offering limited-edition, high-performance vehicles for enthusiasts who are looking for an exhilarating driving experience, with refined drivability for real-world road conditions.

The S281's exterior design features carefully crafted sculptural detailing, with lines and forms that flow naturally and suggest suppleness, power and agility. It features an understated yet imposing grille and front fascia, and a refined treatment of the familiar Saleen extended rear fascia and trunk lid with a simple, elegant, integrated wing.

The S281's 4.6-liter V8 engine is equipped with a Saleen Series VI.5 twin-screw supercharger and dual-stage intercooler. It produces 485 hp and 460 lb.-ft. of torque, sent to the rear wheels through a short-throw, five-speed manual transmission and a limited-slip differential with 3.73:1 final drive ratio.

The Saleen Racecraft suspension system is new, and includes specially tuned, single-rate front and rear springs; nitrogen-pressurized front struts and rear shocks with a wide range of damping adjustments; and a specially tuned front sway bar with performance pivot bushings.

The interior features new, leather sport seats with Ultra-Suede inserts, highlighted by chevron-like Ultra-Suede red tabs in the seatback bolsters, and unique treatments of the gauges, steering wheel, center console and shifter. There also are contrasting Saleen logos in the door panels, and Saleen logos in the door sill plates that illuminate when the door is opened.

Additional exterior highlights include unique, 20-inch, 7-spoke alloy wheels with Pirelli P-Zero Rosso high-performance tires, and Saleen S281 Supercharged fender badging.

2010 Saleen 435S

As its first 2010 product, the Saleen 435S is also based on the new 2010 Ford Mustang. The 435S debuted as part of the Special Vehicle Team Owners Association's annual "Mustang Week" event. The 435S was the first vehicle launched under Saleen's new ownership, following the purchase of Saleen Inc. in 2009.

This car continues the Saleen tradition of offering limited-edition, high-performance vehicles for enthusiasts who are looking for an exhilarating driving experience, with refined drivability for real-world road conditions.

The 435S is designed to provide affordable, high-value performance.

The heart of the car's performance is its 4.6-liter, 3-valve SOHC V8 engine, complete with a Saleen Series VI twin-screw supercharger and two-stage intercooler. This engine produces a vigorous 435 horsepower and 425 lb.-ft. of torque. It's mated to a 5-speed manual transmission, and has a 3.73:1 rear axle ratio with limited-slip differential.

The car rides 1.5 inches lower than a Mustang GT, thanks to its Saleen Racecraft performance suspension. The system is designed to reduce body roll, provide nimble, precise handling and improve traction, while retaining the compliant ride of a good daily driver. The suspension package includes springs, a stiffer front stabilizer bar, and nitrogen-pressurized shock absorbers tuned exclusively for the 435S.

The vented brake rotors, front and rear, are slotted and cross-drilled for improved feel and stopping performance. Larger, 14-inch slotted front rotors with 4-piston calipers are available as an option.

The 435S has the Saleen-signature long, low, sleek looks and aggressive stance that have distinguished the company's previous cars. Traditional Saleen styling cues include an understated trim panel between the taillights with "Saleen" in raised lettering, mesh covers over the fog lights in the grille, and the Saleen name and chevrons as graphic elements placed low on each side. An optional Aero Package includes a lightweight chin splitter and rear spoiler for improved aerodynamics.

Other exterior highlights include unique, 18-inch, 5-spoke alloy wheels (19- and 20-inch wheels are available), and "435S" lettered on each side of the hood's power dome.

Inside, the modifications are designed to enhance the driving experience and to express the car's character. These include a new, short-throw shifter for quick, precise gear-changing performance, and new, driver-oriented gauges. These uniquely styled gauges retain Mustang's MyColor™ capabilities that allow the owner to select from more than 125 custom colors for the instrument cluster. The car's identity is highlighted by a Saleen logo embroidered on the headrests.

About Saleen Performance Vehicles

Saleen Performance Vehicles is a manufacturer of limited-edition, high-performance cars and trucks, headquartered in Pontiac, Michigan. Saleen vehicles embody sophistication in engineering, styling and performance, resulting in a dynamic driving experience that is both exhilarating and refined. Together with its sister companies, Control-Tec LLC, Power-Tec LLC and Arrow Racing, Saleen encompasses a broad range of capabilities and services in automotive design, development and manufacturing. For more information, please visit the Saleen Performance Vehicles website at www.saleen.com.

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