

*****MEDIA ALERT*****

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WHEN WORLDS COLLIDE:

80TH ANNIVERSARY '32 FORD ROADSTER MELTS CLASSIC STYLE AND MODERN MUSCLE

Champions Moto “Coyote” Roadster designed by SO-CAL Speed Shop and built by Detroit Street Rods, will debut in Ford’s 2012 SEMA booth

WHAT: Celebrate the 80th anniversary of the 1932 Ford Roadster with the legendary SO-CAL Speed Shop, Champions Moto and Detroit Street Rods as they unveil their custom built '32 Roadster at Ford’s SEMA press conference. Nicknamed the “Coyote,” the hot rod will feature a Ford Racing drivetrain including a 412hp Coyote 5.0 crate engine, a 6 speed manual transmission, a retractable soft top, a SO-CAL Speed Shop New Traditionalist chassis, and a Dearborn Deuce all-steel body.

WHO: Ford Motor Company
Champions Moto
With SO-CAL Speed Shop’s Pete Chapouris, Alex Xydias and Jimmy Shine
And guest appearance by ZZ Top’s Billy Gibbons

WHEN: **2012 SEMA Auto Show**
Ford Press Conference
Tuesday, Oct. 30 at 10:00 AM

WHERE: **Ford Booth # 22200**
Central Hall
Las Vegas Convention Center

For further information, please contact:

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About Champions Moto

Champions Moto is dedicated to crafting concept bike parts and designing vintage motorcycles powered by modern superbike engines that feature custom frames with hand-made tins. Based out of Costa Mesa, Calif., a significant part of Champions Moto business includes its apparel line that takes its cues from the vintage speed and lifestyle found on the salt flats of Bonneville and the Café Racer motorcycle subculture. For more information, visit www.championsmoto.com.

About SO-CAL Speed Shop

On March 3, 1946, the day of his military discharge, - - using money borrowed from his mom, Alex Xydias opened the first SO-CAL Speed Shop on Olive Avenue in Burbank, CA. Alex's popular SO-CAL Speed Shop racing team set numerous records at the salt flats in Bonneville, UT and at the NHRA drags well into the 1950's. Meanwhile across town, another California kid was bitten with the hot rod bug. Pete Chapouris started building hot rods in his backyard around 1957 and in 1973 he co-founded Pete & Jakes Hot Rod Parts. Alex and Pete shared much of the same dreams and little did these young men know their paths were destined to cross. Both Alex and Pete had been working behind the scenes to resurrect the famed SO-CAL Speed Shop and on November 21, 1997 the SO-CAL Speed Shop began yet another chapter in this on-going element of hot rod history.

About Detroit Street Rods

Best known for their modern interpretation of the '32 Ford known as the "75th Anniversary Deuce", Detroit Street Rods manufactures high quality component street rods, utilizing superior materials, state-of-the-art technology and craftsmanship in an original equipment manufacturer production line assembly environment. Co-founder and President Robert Smith was born in Detroit, raised in the suburbs, and spent his early automotive career focused on drag racing and performance cars.

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