



**For Immediate Release:**

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**DETROIT STREET RODS AND SO-CAL SPEED SHOP JOIN FORCES  
TO BUILD SO-CAL '32 ROADSTER**

**Detroit, MI (August 1, 2012)**—Detroit Street Rods, LLC, the premier hot rod builder that brought you the famed “75<sup>th</sup> Anniversary Deuce” ’32 Ford, has teamed up with legendary SO-CAL Speed Shop to build a new series of high technology inspired hot rods.

Nicknamed the “Coyote 5.0,” the SO-CAL Speed Shop ’32 will feature Ford Racing Part’s Coyote 5.0L crate engine (412 hp), 6 speed manual transmission, SO-CAL Speed Shop New Traditionalist chassis which showcases their new line of forged steel chassis components, Dearborn Deuce all-steel body, coated in high-bake SO-CAL Speed Shop inspired 1948 Belly Tank Lakester paint scheme.

The Coyote 5.0 will pay homage to SO-CAL Speed Shop’s founder, Alex Xydias who celebrates his 90<sup>th</sup> birthday this year, and the company’s historic legacy as a leader in hot rod building and racing on the drag strips and lake beds of Southern California and on the famed salt flats of Bonneville, Utah.

Alternative Automotive Technologies in Troy, MI will paint and assemble the car under the supervision of Detroit Street Rods. AAT operates at the former Saleen facility in Troy, which is also the same facility where Detroit Street Rods built the 75<sup>th</sup> Anniversary Deuce cars and where the Ford GT sports cars were painted and assembled from 2005 to 2006.

“It’s an absolute privilege to be building this project for SO-CAL Speed Shop” said Robert Smith, President and co-founder of Detroit Street Rods. “Their legacy goes all the way back to the birth of hot rods and racing in Southern California. They are an icon in the speed and performance industry. Our goal is to offer a limited number of these hot rods in honor of SO-CAL Speed Shop and the 80<sup>th</sup> Anniversary of Henry Ford’s 1932 roadster.

“SO-CAL Speed Shop has long collaborated with Ford as has Detroit Street Rods (DSR). Judging from DSR’s huge success with their ‘75<sup>th</sup> Anniversary Deuce’ program, it just made good sense for us to do the Coyote 5.0 project in the Motor City”, said SO-CAL president Pete Chapouris.

## **About Detroit Street Rods**

Best known for their modern interpretation of the '32 Ford known as the "75<sup>th</sup> 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 and raised in the suburbs of Detroit and spent his early automotive career focused on drag racing and performance cars.

## **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.

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