



20 December 2007
IMMEDIATE RELEASE

Contact: Anders Berg
anders@evoms.com/480.317.9911

Evolution Motorsports launches eDRIVE program!

EVOMS puts their most opinionated customers behind the wheel and makes them an integral part of their product development process.



TEMPE, AZ – Evolution Motorsports has announced a revolutionary program as part their final phase of product development. The eDRIVE program puts some of the most powerful and most expensive street cars on the planet in the hands of their most opinionated customers.

The **eDRIVE, Product Performance Alliance** program, an exclusive non-employee group, allows Evolution Motorsports to use real drivers, representing real consumers to participate in their final product development process.

According to Todd Zuccone, Founder and CEO of Evolution Motorsports, *"We want our customers to participate in the product development process. eDrive gives Evolution Motorsports a competitive advantage by putting our newest products into the hands of potential customers which allows us to make our adjustments to our products before they are released. It is important that we have another level of users that are encouraged to give real world feedback after driving one of our cars for a weekend, a week, or a long road trip. This is the best way we can assure that a final performance component or performance system has been put through real world tests by real world drivers. So far we are thrilled with the results!"*

Luis Fraguada, a commercial mortgage executive in Scottsdale, AZ and the inaugural member of the eDRIVE program says, *"I'm excited to join eDRIVE. I've been a Porsche enthusiast since birth (Yes, I have pictures). The eDRIVE program allows someone like me, a qualified track instructor and passionate street driver to participate in the validation of products that ultimately I will be able to purchase. No other tuning company has a program like this. In fact,*

besides Porsche, no other company that I am aware of offers this level of customer feedback in their product like EVOMS is doing with their eDRIVE, Performance Validation Alliance program." There are many people who sell Porsche parts and call themselves "tuners". Evolution Motorsports has taken their research, development, knowledge and experience and put it on the track to build the fastest Porsches in the world.

> more <





While there are only a couple of Porsche tuners that I truly respect for their achievements, none have been able to do what EVOMS has done. That makes me proud to be part of the eDRIVE program."

The eDRIVE program takes a risky step in allowing the members to post their opinions and experience with a performance component or a performance system directly to their own blog and directly to the enthusiast forums.

According to Fraguada, "This proves to me that EVOMS is not afraid to hear and include constructive criticism from real users, because that is the purpose of eDRIVE. First thing Monday morning, after my first weekend with the EVOMS EVT700 911 Turbo, I was on the phone with Mr. Zuccone and Mr. Mike Myers, EVOMS Senior Performance Specialist, with my feedback. They were very excited to hear my experience and wanted to hear what improvements I could point out about my weekend with the car. The opinions of the eDRIVE members validate the designs and performance of the components or systems. Improvements will be made before the systems are available to consumers."

"We know that we innovate and produce some of the most powerful vehicles available to consumers. With the eDRIVE process added to our product development process, we give the consumer the added comfort in knowing that their choice of tuning has been proven on the Dynos, on the street, and on the track before they ever see the component or system available for purchase." Mr. Zuccone finished.

Find out more about Evolution Motorsports and meet the inaugural members of eDRIVE on the EVOMS.com website.

Evolution Motorsports is a corporate sponsor of the 100 Club of Arizona, a non-profit organization that: "Stands Behind the Men and Women Who Stand Behind the Badge."

> end <

