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PRESS RELEASE

THE FAST AND THE FRUGAL

Top Performance Cars Under the Pedal and at the Pump

SAN DIEGO, July 14, 2008 – The days of having to choose between high performance and fuel efficiency are long gone. With the current peak in gas prices, automobile manufacturers saw a need to finally combine these once opposite features. Since the inception of the automobile, its manufacturers have quickly adapted their machines to accommodate the ever-changing needs of consumers to ensure that they best complement the average consumer's lifestyle and needs.

Let's Take A Step Into The Past: Before the First World War, automobiles were considered a luxury – owned by only the prosperous. After the Vintage Car Era, which immediately followed World War I, cars had proven to be more affordable. As a result of an increased labor supply available to work in factories and machinery to encourage pioneers to make great advancements in car development and production, attainability gave way to necessity for all.

During the Vintage Car Era, there was an upsurge in vehicle production, which can be attributed to many factors. The economy was at an all time high, roads were being paved and vehicles were becoming more practical, convenient and affordable. Because cars were in great demand, more and more manufacturers began building cars during this time. Components were built by a variety of manufacturers, making automobiles more affordable and attainable to the general public.

The Vintage Car Era is recognized as being a period of great technology and development. This era is noted in automobile history for having the most radical stylistic and mechanical changes. These improvements include greater luxury, more comfort, increased horsepower and increased efficiency. During this era, enclosed automotive bodies afforded more weather protection with operable windows and the body style was more flowing and rounded to promote better aerodynamics.

Adapting Once Again: In light of the current state of the economy, the automotive industry is once again modifying their products to fit the needs of their consumers. The combination of the struggling economy and rising gas prices have forced consumers to turn towards smaller and more fuel efficient cars. Fortunately, you no longer have to sacrifice style and speed for practicality. Auto manufacturers are leading us to the next milestone: Fast and Frugal, where the style of the past meets the eco-friendly designs of the future – which are better for both the environment and our pocketbook.

The following cars are among the first in this revolution. They all have the capability of going 0-60 mph in less than seven seconds and get excellent gas mileage. You can see cars like these and from all automotive eras in the Car Club Corral at the Coronado Speed Festival:

MINI Cooper S: The petite MINI Cooper S is the higher-performance variant of an instantly recognizable icon. Its unique styling stands out among cookie-cutter compact cars, and for less money the Mini Cooper S can keep up with more expensive sports cars. It comes powered by a turbocharged version of an already peppy four-cylinder engine, with an "overboost" function that temporarily raises the torque under hard acceleration. Despite a top speed of 140 mph and a 0-60 mph time of 6.7 seconds, the MINI Cooper S gets an impressive 34 miles to the gallon with new BMW Efficient Dynamics fuel-saving technology starting this year.

Mazda MX-5: Similar to its predecessor the Miata, the Mazda MX-5 is a two-seater sports car with a traditional front-engine, rear-wheel drive layout. Mazda implements new Powerplant Frame technology, which minimizes flex. Because of its enhanced handling properties, the Mazda MX-5 is popular for amateur and stock racing in the U.S. At a curb weight of only 2,410 pounds, it is able to accelerate from 0-60 mph in only 6.5 seconds. Its light weight not only contributes to superior performance but also helps to save at the pump as well.

Porsche Cayman: Based on the popular Boxter, the Cayman is a mid-engine, rear-wheel drive sports car with performance that rivals Porsche's flagship car, the 911 Carrera priced at \$12,400 higher. Its 2.7 liter flat-6 engine allows it to reach an impressive 0-60 mph speed of only 5.8 seconds. Cars with similar performance ratings get a measly 10 mpg, but the Cayman surprisingly receives 26 miles to the gallon. The Cayman is possibly the best bang for your buck: relatively low priced and fuel-efficient with outstanding performance.

Lotus Elise SC: The 2008 Lotus Elise SC is powered by a small 1.8 liter engine and gets 26 mpg but reaches 60 mph in only 4.6 seconds and speeds of up to 150 mph. The car combines a fiberglass body shell atop its aluminum frame, which keeps weight and production costs low. With the design philosophy "Performance Through Light Weight," the Elise SC improves braking, cornering, and fuel consumption with its reduced weight. Even with advanced technology and sports car styling, the Lotus Elise SC represents affordable cost of ownership for sports car lovers who are on a budget.

Tesla Roadster: The battery-powered Tesla, based on a modified Lotus Elise chassis, will hustle to 60 mph in less than four seconds, race to 130 mph and spin the meter for up to 220 miles between charges. As the only fully electric sports car, the Tesla Roadster gets approximately 135 mpg on a lithium ion battery. Even though it requires charging, a full charge can be reached in less than four hours: a small time commitment for a zero emissions, high-performance sports car. The ultimate in green driving, the Tesla Roadster represents the future in electric car technology.

More to come: This is just the beginning of a lavishing trend. Other speedy yet eco-friendly cars that are soon to come include: Chevrolet Volt, a plug-in hybrid that can accelerate to 60 mph in eight seconds; Fisker Karma, a hybrid sedan that will go 0-60 mph in six seconds and will reach top speeds of 125-mph; and the Porsche Panamera Hybrid, an electric car with a V-6 engine.

Chevrolet Volt: The Chevy Volt concept, slated for release in late 2010, is an electric vehicle with range extending ability that can accelerate to 60 mph in eight seconds using only a 71 hp 3-cylinder internal combustion engine. GM's patented E-Flex platform is first applied on the new Volt. With a 53 kW generator that charges the lithium ion battery pack, this car represents a shift toward plug-in technology. This four-passenger, four-door compact is expected to be a popular new option to the affordable family hybrid sector.

Fisker Karma: The Karma is a plug-in hybrid luxury sports car that can reach top speeds of 125 mph and go to 60 mph from a standstill in under six seconds. After the charged batteries deplete, it converts to its hybrid engines, switching between the gasoline and electric motors. Fisker estimates that the average Karma driver will only have the refuel once a year, provided driving is kept to under 50 miles per day. What will set the Fisker Karma apart from other hybrids is the offer of an option of installing a solar panel on the roof of the buyer's house to charge the car completely off the grid.

Porsche Panamera Hybrid: The Panamera Hybrid is a four-door, four-seat sedan set to launch in 2009. It will have a front-engine, rear-wheel drive and share a hybrid powertrain with the previously announced



Cayenne Hybrid SUV. The parallel hybrid system, which permits the vehicle to operate with the electric motor, a gasoline engine or a combination of both, will deliver more than 30 mpg. Combining hybrid technology with European sports styling is both environmentally savvy and visually appealing.

The Car Club Corral & The Coronado Speed Festival

At the Coronado Speed Festival you will have the opportunity to step back in history and watch some of the world's most historical machines compete in a weekend of races. At the same time, you can also see some of the automotive industry's newest technologies and latest designs in the Car Club Corral.

The event will be taking place on September 27 - 28th, 2008. Visit www.fleetweeksandiego.org/coronadospeedfestival for more information.

The Coronado Speed Festival is produced by San Diego Fleet Week Foundation and hosted by the Naval Base Coronado and the Morale, Welfare and Recreation Program (MWR) which benefits military personnel and their families. They in turn provide positive support for the active duty military community and their families through Quality of Life Programs including single Sailor Recreation Centers, Fitness and Aquatic Facilities and the Base Theatre Free Movies. The Southern California community is given this unbelievable opportunity to thank the men and women defending our freedom in person. Visit www.fleetweeksandiego.org/coronadospeedfestival today.

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