



STEVE SALEEN UNVEILS THE SMS 570 CHALLENGER AT ORANGE COUNTY NIGHTCLUB “TENTATION”

First product offering from SMS Supercars

Jan 21, 2009 - Orange County, California. Late last Friday night, automotive icon Steve Saleen and his new company **SMS Supercars** launched the production version of the **SMS 570 Challenger** to media and customers. The lifestyle unveiling at “*Tentation*” nightclub in Newport Beach proved to be the perfect venue for the automotive enthusiast audience. “We



have an exciting new vehicle and wanted to shake up the old standard introduction at an auto show” explains Steve Saleen.

After its late night launch the **SMS 570 Challenger** began its lengthy tour to numerous US destinations and Dodge dealerships. First stop last weekend was the Barrett-Jackson auction in Scottsdale, AZ, where it was on display for attendees to admire.

“Scottsdale was just a stop-

over en route to the **NADA Convention in New Orleans**”, notes Steve, “I will present the car to Dodge dealers at the convention January 24-27”. The car will then continue on to a number of locations in the South East where it will be shown to customers and dealers. A US press tour with both production models will follow at the end of the first quarter of 2009.

The 500 HP **SMS 570 Challenger** and the 700 HP **SMS 570 X Challenger** can be ordered through all Dodge dealers at this time. In addition to the patented SMS Supercharger atop the ultra high-performance engine, both production models feature completely revised aesthetics, aerodynamics and performance features including; SMS Series 4 suspension and high performance cross drilled brakes with six pistons up front and four pistons at the rear. The interior features the **SMS**

Signature Series chevron seats with deep bolsters, rich leather and Alcantara suede for high-performance comfort. Aerodynamic features include a front fascia with high volume radiator intake, a “GTX” inspired front grille, a high downforce front splitter with intercooler ducting, side skirts with rear brake ducting, a vented rear fascia with an extended blackout taillight surround, a high downforce rear diffuser and rear spoiler, as well as Steve Saleen’s new signature **SMS Red Butterfly™ Dual Side Induction Hood**. **SMS 570 Challenger** pricing starts at \$64,870.00.



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These high res images for the media are available on request at Automotive PR.



Steve Saleen, Chairman & CEO of SMS



SMS 570 Challenger at "Tentation"; Newport Beach



SMS 570 Challenger at "Tentation", Newport Beach



SMS Party at "Tentation", Newport Beach

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