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PRESS RELEASE

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For Immediate Release

ACDelco sponsorship and the ACDelco "Real Car Guy" award.

We are pleased to announce that ACDelco has decided to support car enthusiasts at the grass roots, by sponsoring the activities of Let's Go Cruisin'.

This support will take a number of forms and include products from the vast ACDelco range for use as entrant's prizes, ACDelco merchandise, and the opportunity to obtain great discount deals on ACDelco purchases, to name a few.

As you might imagine, we at Let's Go Cruisin' are pretty excited about being involved with a much respected General Motor's brand such as ACDelco. Their extensive product range not only keeps our favourite cars in top working order, but our late model daily drivers as well.

Let's Go Cruisin' is about bringing you new and low cost opportunities to get your favourite car out more often. We aim to encourage more cruisin', (we don't mind park & show but would rather be cruisin'), and like to reward participation at events big and small, even if your car isn't the shiniest and newest to hit the scene.

We feel this fits very well with a promotion that ACDelco have been running in the media over the last 12 months, called the ACDelco "Real Car Guy". With their support, we plan to present a "Real Car Guy" award at each of our major events as well as some cruise nights.

This award sets out to recognize an entrant who :

- is a regular friendly face at many different car events
- really digs the *chrome bumper car* era and lifestyle
- digs other peoples cars *nearly* as much as their own
- may not have a trophy winning car, but polishes it anyway
- probably has a project or two at home patiently awaiting attention

In other words, someone who other car enthusiasts would recognize as a "Real Car Guy". And of course, the "Guy" bit is a metaphor, as we have some "Real Car Gal's" out there as well.

The Let's Go Cruisin' team will select from entrants at an event, a person who we feel meets all the criteria and deserves recognition.

After announcing the winner, we will present them with:

- some ACDelco product and/or merchandise *goodies*
- an exclusive ACDelco/Preston Motors [Spare Parts] key ring which is a key to accessing significant discounts on all ACDelco products when purchased at a Preston Motors [Spare Parts] store.

To finish off the presentation, we will photograph the winner with their car and post this on the ACDelco "Real Car Guys" page on our web site.

www.lets gocruisin.com.au