

PRESS RELEASE March 3, 2011



FOR IMMEDIATE RELEASE "FORMULA 43" Detroit Autorama (Livonia, MI) March 3, 2011.

After a year long development process, the Formula 43 team, located outside of Detroit, debuts its "RAD" (German for Wheel) series of wheels at the annual Detroit Autorama Show.

"We're proud to have the opportunity to display our new line of wheels and ultimately build our first sets for Mark Steilow's "Red Devil" 1969 Camaro and Gordon Rojewski's 1987 Pontiac Formula Firebird. Both cars are absolutely stunning with the Formula 43 wheels," states sales manager Travis Johnson.

Both applications required special development due to the unique features both cars have. Steilow's Camaro has a mini tub in the rear for a much wider tire and wheel, Corvette front suspension and large Brembo brakes. Rojewski's Firebird features Brembo brakes, Baer hubs/spindles and modern suspension.

"Stielow's and Rojewski's cars are built to the highest level possible. Every detail of the cars are flawless and uses the highest quality of parts and accessories. The Formula 43 wheels certainly have the same level of quality and performance both applications are looking for," says Johnson.

For more information about FORMULA 43 visit: www.formula43.com or contact via email at: tj@formula43.com