



**SALEEN**

Corporate Office

**FOR IMMEDIATE RELEASE**

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## **SALEEN TO “FOCUS” ON THE FUTURE VIA EXPANDED PERFORMANCE PRODUCT LINE**

IRVINE, Calif., April 17, 2002 – The sparkling yellow Focus inside Saleen’s massive production facility looks almost out of place amongst the backdrop of colorful S281 and S7 production cars sitting next to it. At once both stylish and aggressive, the recently completed coupe perfectly reflects the company’s increased concentration on the future direction of its Saleen aftermarket sales division.

Building upon Saleen’s legacy for creating vehicles with high performance and functional style, the company has announced the availability of the first group of performance parts for the Focus ZX3 coupe. Company engineers and stylists have worked their unique Saleen magic on an extensive line of new products for the popular Ford Focus. In keeping with Saleen’s motorsports heritage, many of the new performance offerings are designed to enhance power and handling, as well as overall vehicle appearance.

The Saleen-prepared Focus includes a diverse assortment of new Saleen products including the “Series 3” aerodynamics package, a complete Racecraft suspension kit featuring adjustable coil-over shocks and a front strut tower brace, a rich leather Saleen interior, a custom performance exhaust, high-performance Pirelli P Zero tires, and 18 x 7-inch alloy wheels, along with a Saleen-designed graphics package.

“We are very proud of our new Focus aftermarket parts program,” explained Steve Saleen, president, Saleen Inc. “It is our objective to provide only the finest in parts and customer service to the discriminating enthusiast. This program is designed to be a very strategic, long-term project that retains our passion for performance. After almost 20 years of producing some of the finest specialty vehicles on the market, it is time to strategically and aggressively grow the Saleen brand to a larger audience.”

The Saleen Focus program introduces a wide variety of new part numbers to the company’s performance line-up. The company will capitalize on a variety of its well established, in-house design and manufacturing capabilities to develop an extensive line of Saleen components including aerodynamics, suspensions, engines, drivelines, brakes, interiors, graphics, merchandising and competition parts. Saleen “PowerFlash” engine kits, Saleen “Series II” superchargers and the company’s impressive “MaxGrip” limited-slip differentials are also slated to be part of the overall product mix.

**(more)**

**Saleen Parts Division**

Since August of 2000, Saleen's newly revitalized performance parts division has sustained high double-digit growth. A comprehensive e-commerce web site ([www.saleen.com](http://www.saleen.com)) and an upscale catalog were introduced last year.

A cornerstone of the new Saleen business model is a dedication to the entrepreneurial spirit that is considered vital to successfully reaching the aftermarket consumer. Thanks to its history of providing high-performance enthusiasts with passionate and exciting specialty vehicles, Saleen understands the importance of actively interacting with its target audience.

"Our objective with Saleen's aftermarket parts division is really very simple," explains John Dillon, VP and general manager of the division. "We want to offer the Saleen consumer experience to a broader range of car enthusiasts like ourselves. This will take some very active brand management, staying closely attuned to the market and bringing new products to our customers in a timely fashion. Most importantly, we always have to remember the things that have made the Saleen name so vibrant for nearly two decades."

For ordering information, pricing and availability, please call 800-888-8945 or visit the Saleen web site ([www.saleen.com](http://www.saleen.com)).

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