

## **SALEEN LEADS MASS CUSTOMIZATION TREND**

### **Specialty Automaker Shows The Way To Customer Satisfaction**

IRVINE, Calif. – For some manufacturers, it's a new term, but mass customization — creating customized products in an efficient mass-production manner — isn't new to everyone. The design, engineering and manufacturing wizards at Saleen, Inc. have been creating products in this way for 20 years.

Led by founder and president Steve Saleen, Saleen, Inc. builds limited-edition, high-performance vehicles in Orange County, California. Unlike so-called *tuners*, Saleen's team follows the same procedures as mega-manufacturers to certify vehicles in compliance with Federal and state regulations. When a Saleen owner opens the hood, that owner will find a Saleen certification on the engine and vehicle components, rather than one from another company.

Saleen's latest achievement in creating niche market vehicles involves the use of *best practices* components along with specifically engineered ultra-high-performance parts to create the S7, the American supercar. Using its expertise in mass-customization, along with outsourced parts and services as needed, Saleen created the S7 for the exotic vehicle market in less than 18 months, at a price less than half that of its nearest competitor, the McLaren F1.

"We've seen industry pundits finally take notice of mass customization," says Steve Saleen, "and it's nice that they're noticing what we've been doing for all these years. But we're already working on the next project in our line and as the saying goes, 'you ain't seen nothing yet.'"

Based in the creative epicenter and performance capital of the automotive world — Southern California — Saleen has developed a reputation for building enthusiast vehicles and parts that surpass the performance of some of the most expensive and exclusive vehicles in the world. Since its inception in 1984, Saleen, Inc. has led specialty vehicle manufacturers in innovation and quality. Saleen vehicles and parts are built under the same strict governmental guidelines and certification as those of large automotive

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companies — ensuring safety, emissions compliance and quality. As certified with the U.S. government, Saleen vehicles meet or exceed all applicable EPA/CARB and NHTSA-FMVSS requirements.

For 2004, Saleen Mustang enthusiasts can choose from a broad spectrum of Saleen S281 models ranging from the highly desirable S281 sports car to the S281 supercharged version all the way up to the powerful S281E. All three are offered in coupe, convertible and speedster configurations. In addition, Saleen offers driving enthusiasts an opportunity to purchase the first truly American supercar — the Saleen S7. Also, beginning in 2004, Saleen began offering enthusiasts another new model to lust after: the Saleen N<sub>2</sub>O Focus.

Saleen vehicles can be purchased through authorized Saleen dealers, which are staffed with certified Saleen sales consultants and service technicians. Saleen vehicles come with a comprehensive limited warranty. Each Saleen is a limited-production, specialty vehicle complete with serialized console and engine bay plaques that verify the authenticity of the vehicle, and each vehicle is also listed in the [Saleen Owner's Registry](#).

For information about Saleen Inc. and its products, or to arrange a tour of its production facility, visit the Saleen website at [www.saleen.com](http://www.saleen.com).

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