



## **Carbon Concept Shifts into High Gear with New Products; New Subaru WRX Shift Knob First in Series of New Products**

*Carbon Concept, one of the leading designers and manufacturers of high quality carbon fiber automotive parts and appearance accessories for the booming sports compact market, today announced the first in a series of new products, a carbon fiber shift knob for the Subaru WRX. Carbon Concept parts are available online at [www.carbonconcept.com](http://www.carbonconcept.com) and through select dealers.*

Ballston Spa, NY ([PRWEB](http://www.prweb.com)) June 3, 2004 --Carbon Concept, one of the leading designers and manufacturers of high quality carbon fiber automotive parts and appearance accessories for the booming sports compact market, today announced the first in a series of new products, a carbon fiber shift knob for the Subaru WRX. Carbon Concept parts are available online at <http://www.carbonconcept.com> and through select dealers.

The Carbon Concept shift knob is ergonomically designed to both look good and feel good. It has a deep lustrous clear coat with a red imprinted stylized STI insignia on the top. The shape of the knob provides a comfortable grip for the fingers and a rest for the palm. The knob installs just like the stock shift knob with a flange to hold the shift boot and fits all years of the Subaru WRX.

“The shift knob is one of the easiest appearance upgrades a WRX owner can make,” said Bruce G. Carlton, president of Saratoga Concept and a partner in Carbon Concept. “Not only is installation simple but the placement of the gear shift in the center of the interior makes the shift knob an attention getting appearance item. In addition, our new carbon fiber shift knob provides a more comfortable, substantial feel in the palm of your hand.”

Few competitive products are of the same high quality. “Many of the knobs being sold today as carbon fiber shift knobs are not solid carbon fiber,” stated Carlton. “We’ve seen many knobs that are mostly aluminum with carbon fiber inserts or pieces that are assembled out of multiple parts. We know enthusiasts appreciate and understand the benefits of a single molded piece.”

Carbon Concept designs and manufactures the highest quality carbon fiber accessories for sports compact vehicles. For more information, <http://www.carbonconcept.com>

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**Online Web 2.0 Version**

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