



Gravana & Pontiac, Another Winning Year Together

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([PRWEB](#)) February 3, 2005 -- It was exactly a month away from the 2004 SEMA show in Las Vegas when GM approached Gravana with two Cobalt cars, leaving explicit instructions to turn each car into the best Aftermarket Tuner Cobalt the public has ever seen. Considering the time constraint and the long line of cars waiting to be worked on, GM expected Gravana to make modest modification---but they pulled off a miracle. With extensive modifications equivalent to several months' worth of work, Gravana presented GM a work of art.

"When GM asks us to build vehicles, we deliver regardless of timelines. As always, we are excited about the opportunity to build these Cobalt project vehicles for GM. The Cobalt is a flagship vehicle for Chevrolet. With the aftermarket products Gravana builds for the Cobalt, Chevrolet will enjoy incremental sales to enthusiasts who see the potential to personalize their own Cobalt," said Jim Lupold, President of Gravana.

GM's confidence with Gravana's work is evident as it entrusts several cars to the company which will be used in this year's promotional road shows. Pontiac, being under the huge GM umbrella, also took part in the GM-Gravana Team-up.

"We are excited about the opportunity to build another project vehicle for GM. The 2004 Pontiac GTO is a stellar platform for the aftermarket," said Jim Lupold, President of Gravana. "While we have already developed several performance products for the GTO, the combination of clean and aggressive looks from the factory presents a unique and challenging opportunity for Gravana to build body components which will compliment the overall design of the car."

The partnership is mutuality in perfection as both sides stand to benefit from it. The car shows is an excellent chance for the neophyte, 2-year old aftermarket accessories and performance product company to strut its stuff and prove its worth. The well-established automobile giant on the other hand will be able to showcase their vehicles and its flexibility and adaptability for customization and personalization.

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