



PONTIAC VIBE FX AND GTR SHOW RANGE OF ACCESSORIES

ASC Incorporated, a full service company that specializes in the development and delivery of specialty vehicles, open-air systems and accessories, features two specialized Pontiac Vibes introduced at the 2001 SEMA Show. General Motors also plans to exhibit the Pontiac Vibe FX at the 2002 North American International Show and the Vibe GTR at the 2002 Los Angeles Auto show, both in January.

([PRWEB](#)) December 29, 2001 -- SOUTHGATE, Mich., Dec. 27, 2001 -- What type of vehicle do you build to demonstrate the full range of accessorization an automaker could offer?

In the case of ASC Incorporated, it was two Pontiac Vibes introduced at the 2001 SEMA Show. General Motors plans to exhibit the Pontiac Vibe FX at the 2002 North American International Show and the Vibe GTR at the 2002 Los Angeles Auto show, both in January. The automaker plans to make the accessorization packages available to dealers in 2002.

“These two cars demonstrate the full range of an accessorized sport compact -- from the conservative to the street racer,” explained Thomas Limpo, lead designer with ASC Creative Services. “Even better, these vehicles highlight products and features you may actually be able to order through GM’s Service Parts Operations (SPO) Accessory Group.”

ASC was invited -- along with several other OEM and sports car design houses and GM’s design group -- to submit ideas for Vibe show vehicles.

The direction from GM, according to Limpo, was to reflect the street enhancements of the Sport Compact. Even though the Vibe will be a hit within the rally community, Pontiac wanted to demonstrate the vehicle’s versatility on the street scene. ASC was awarded the show vehicle design and fabrication job, based on concepts that took the Vibe in two very different directions.

In developing the designs for the two vehicles, the team at ASC considered the growing trend of accessorization and how automakers could respond to it. Limpo called upon his personal experience in designing the type of vehicle he might buy. “I have been involved in racing for the past 10 years; this is a great way to blend my hobby and profession,” he explained. “With the packages developed in these two show cars, there will be a wide variety of accessory selections that customers can order directly from their dealer.”

In the FX model, ASC utilizes a conservative body kit to produce a refined touring vehicle for the entire family. “The focus of the FX is on the entire vehicle, with a videophile slant,” Limpo said. Finished in a metallic orange, the Vibe FX features new rocker moldings, wheels and tires, front and rear fascia extensions and a mid-level spoiler. The FX will also include a ceiling-mounted generation three DVD system and a GPS navigation system.

The focus of the Vibe GTR is on the driver, with systems and features sure to impress any racer and audiophile as well. “This is one of the most aggressive vehicles designed with GM, in componentry, design and build,” said Limpo. The vehicle features a completely new hood and a front fascia with a splitter wing below the front end. A complete body kit was incorporated as well, with lowered ride height, new rocker moldings



and body side moldings and dual spoilers. Inside the deep candy-apple red vehicle are custom leather and cloth seats and a wide range of MOMO interior products (custom-wrapped steering wheel, seats, pedals, etc.).

An MP3 player is the centerpiece of a powerful audio system that also includes a digital equalizer, subwoofer and amplifier.

"We worked closely with GM to develop the type of vehicles that may be sold as a package to consumers, or piece by piece through dealerships," said Bryan Russell, ASC senior account executive for the GM business unit. "These vehicles aptly fill that role - plus they offer an excitement that will attract attention on the SEMA Show floor."

ASC is a full service company that specializes in the development and delivery of specialty vehicles, open-air systems and accessories. Headquartered in Southgate, ASC maintains operations throughout the U.S. and Canada, and in Germany and Korea.

ASC's family of companies includes ASC Marketing Services, ASC Creative Services, ASC Engineering Services, ASC Specialty Vehicles, ASC Vehicle Technologies, ASC Composite Systems and ASC Exterior Technologies. They employ more than 2,000 people in over 20 facilities, and have annual sales of over \$500 million. For more information about ASC Incorporated, visit www.ascglobal.com



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