

Orlando Man creates Football Field on Hood of SUV

An Orlando man has converted his Ford F-150 into a shrine to college football, installing a football stadium on the hood and attaching several hundred collegiate products to the exterior. High res pics available at www.clevercover.com

([PRWEB](#)) July 15, 2003 -- An Orlando man has converted his Ford F-150 into a shrine to college football, installing a replica football field on the hood and attaching several hundred collegiate products to the roof, front, bumpers, back, sides, and wheels. John Smith, CEO of Clever Covers (www.clevercover.com) in Orlando, Florida says, "I thought it would be great advertising to attach a bunch of our products to our company truck." Does everything stay on, even on the highway? "Sure," says Smith. "Thanks to thousands of 3M's Dual Lock Fasteners and a quart of Liquid Nails.

Smith says the fun begins with the hood, where he has painted a 50 yard reproduction of Florida State's Doak Campbell football stadium. The field is realistic, down to the Seminoles logo in the end zone & at mid-field, white lines representing yard markers and miniature florescent orange pylons marking the end zone boundaries. Smith has glued miniature players representing FSU and the Florida Gators to the field, with FSU on offense and threatening to score. On the respective sidelines, there are cheerleaders and coaches from each team, as well as musical coasters, which play each team's fight song. Attached to the front bumper, awaiting the extra point, is a 4 foot tall goalpost. "The goalpost is a great hood ornament," says Smith. On the roof is a media box for the color analysts and radio announcers. A college football game would not be complete without the Goodyear blimp circling the field, so Smith has one of those too. "The comedian Carrot Top created a comedic prop with a motorized blimp, and his people showed me how to duplicate it," said Smith. Still to come are sideline grandstands and a full-scale "Ultimate Fan" for the roof. "We're going to dress up the guy in various college uniforms, depending on the college town I visit, and his head will rotate," says Smith.

Since rolling out his mobile tailgating attraction, Smith says that his truck has become an attraction. "Other drivers parallel me on the highway checking out the detail. Kids love it. Tourists love it. Sports fans and non-sports fans love it. People stop to take pictures of it, especially the football field on the hood." Smith has also gotten the attention of CNN, CBS News and Tech TV.

Smith said that theft has not been an issue, but that could be because of the large number of universities represented. "There's a heck of a lot of our collegiate products, from over 20 different colleges, so it's probably difficult deciding what to steal."



Contact Information

John D. Smith

Clever Covers, Inc.

<http://www.clevercover.com>

407-423-5959

Online Web 2.0 Version

You can read the online version of this press release [here](#).