



# SALEEN ALLEY

Volume 15, Issue 2

## SMS Supercars 2011 Show



SMS 302

**STEVE SALEEN IS REUNITED WITH THE SALEEN BRAND**  
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**News & Notes:****SALEEN**

## **STEVE SALEEN IS REUNITED WITH THE SALEEN BRAND**

### **Steve Saleen is Back in The Driver Seat of His Legacy and Heritage**

### **Launching Several New Saleen Models**

**Corona, CA** – (April 2, 2012) Famed racecar driver and automotive icon, Steve Saleen, announced today that the Saleen brand has been returned to its rightful place, himself. After several years of litigation, Steve Saleen has successfully regained control of the Saleen brand name and products that he created and built since 1984.

"In 2007, it was a difficult decision to resign from Saleen, Inc.", said Steve Saleen, "but I knew it had to be done in order to preserve the Saleen brand and to ensure the authenticity and high performance that our customers had come to expect."

That also marked the year that Steve Saleen unveiled his signature line, SMS Supercars (SMS stands for Steve Mark Saleen). SMS Supercars was the continuation of Steve's vision for high performance automotive manufacturing. During the few short years that followed its inception, SMS Supercars and Steve Saleen successfully launched three new models, the SMS 570 Challenger, SMS 302 Mustang, and the SMS 620 Camaro. With this, SMS Supercars also launched an entire catalog of aftermarket parts, including the innovative SMS 296 Supercharger system.

Steve Saleen further added, "Although the Saleen brand is a huge part of my identity, I knew it was the vision and passion that would shine through on my signature vehicles. However, it couldn't have been done without the support of the Saleen community. The foundation and inspiration that they gave me to move forward with my vision was what

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ultimately moved us to regain the Saleen branding. Most importantly the Saleen community gets their identity back as well."

### The Refacing of Saleen

The return of the Saleen brand will allow Steve Saleen to begin offering all of his current SMS Supercars products under the Saleen flag. With this move, SMS Supercars will be carefully integrated into the Saleen branded family of products.

Steve Saleen will also be launching under the Saleen brand its 4V, SC, SSC, and X Models of the 2013 Mustang, 2012 Challenger, and 2012 Camaro ranging from 425hp to over 750 horsepower. These models will have the latest technology in Aerodynamics, Suspension, Braking, and Performance starting at less than \$40,000.

This is expected to provide a full range of products for all Saleen dealers, Speed Shops, Race Teams, and Automotive customers in the American Pony Car segment of the performance market. All aftermarket offerings will include: Saleen Superchargers, SMS Superchargers, Saleen Vehicle Body Component parts, SMS Challenger Body Component parts, SMS Mustang Body Component parts, SMS Camaro Body Component parts, SMS Butterfly hoods, as well as all other interior and engine parts for these vehicles.

With the reuniting of Steve Saleen and the Saleen brand, Mr. Saleen is currently planning to make available all 1984 – Current Saleen vehicle aftermarket, replacement and warranty parts. All parts will be available through the **Saleen.com** website, by contacting Saleen at **800-888-8945** (formerly SMS Supercars) directly, or through the nearest Saleen authorized dealer.

Moving forward, Mr. Saleen detailed that the Saleen registry will be updated to include all SMS branded vehicles. By including the SMS branded vehicles in the registry they will gain their rightful place in the Saleen family. The Saleen Registry is the official record established to maintain the authenticity and exclusivity of all Saleen signature vehicles.

Additionally, any current owners or dealers of SMS branded vehicles will be provided with replacement badging for their vehicles, if they so desire. They can contact the customer service division of Saleen (formerly SMS Supercars) directly, provide the details on their vehicle, and the replacement Saleen badging will be sent out immediately.

### About Steve Saleen

An automotive pioneer by trade and a driver by passion, Steve Saleen, has been involved with racing since the late 1960's. His racing career includes multiple wins and involvements in CART/PPG Indy Car, Trans-Am, and SCCA series; with the most widely known racing involvement with the Saleen/RRR Speedlab team that was formed between Tim Allen, Bob Bondurant, and Steve Saleen. Mr. Saleen is also the holder of multiple manufacturer titles resulting from the winning pedigree that he instills in his Saleen branded vehicles. A Mustang Hall of Fame inductee, Steve Saleen, is world renowned as a builder of high-performance American muscle cars. Beginning with the first Saleen Mustang in 1984, Mr. Saleen has continued to innovate and set the bar with his American automotive passion. His holistically designed Saleen S7, which debuted in 2000, clinched the last GT1 win at the 24 Hours of LeMans. Steve Saleen has proven himself as both an automotive entrepreneur and racing driver. [www.steve-saleen.com](http://www.steve-saleen.com)

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### Editor's Response:

Thank you, Steve and all of the Saleen family, for all of the dedication to your enthusiastic Saleen Owners. Your commitment to make available all 1984-present parts will help protect the value of the vehicles that we own. We are all looking forward to future vehicles that continue your mission of uniting speed, performance, and styling.

Owning a Saleen vehicle has been like owning a share in your racing success. It has been my honor to help at shows, and I look forward to the 2012 show season that will celebrate the return of your use of the Saleen brand name. Congratulations!



### Response From Supportive Saleen Owners: April 2, 2012

From Craig and Dottie Cooper, Ohio: "Please relay to Steve and Liz Saleen just how happy we are about the announcement that was made today. We are thrilled for them and the thousand of Saleen owners around the world!!! Oh yeah, tell Steve we both said Happy Birthday." [His birthday was on April 2.]

Responses from the SOEC.ORG Forums:

LeftLane 94 - "Yea this is a big deal for sure. All seems right in the world again."

Saleen777 - "Ahhhhhh, I feel whole as an enthusiast again..."

Cwarre9 - "Great news! Look forward to many years with the Saleen name being back where it belongs."



# SALEEN ALLEY

## Presenting the SMS 302 Black Label Mustang



**Above, right, & below:** Left - Steve Saleen, middle - Lisa Hinker, and right - Ed Hinker taking delivery of their new SMS 302 Mustang #12-008 on September 17, 2011.

