

## Martin Media Press Release

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# In the Midst of Auto Crisis Martin Launches New 2010 M4 Car

**DETROIT** (February 22, 2009) —In an automotive industry that is searching for positive news, Martin Industries is proud to announce the new Martin M4 car. On February 22, 2009 at 2:00pm at the Martin Headquarters in New Hudson, Michigan, a private ceremony will be held to announce and unveil the new Martin M4 car. Harold Martin, CEO and President of Martin Industries and creator of the M4 states, "We are extremely proud of this announcement and credit our entire team for all of the efforts to innovate, prototype and launch this new vehicle during these tough economic times." The Martin organization has set a new standard for specialty vehicles and a niche market with their continuous record for high technology innovations. The Martin team is a leader in performance engineering, manufacturing and Motorsports and has developed an amazing new vehicle consistent with their "Dreams are Possible" mantra that they have brought from concept to reality in less than one year.

"We used many of our Martin Technologies in house processes in developing the M4," Martin says. "Our modeling and analysis tools were used extensively in the design and development. We modeled and prototyped all aspects of the vehicle and then selected premier industry partners for construction of some of the unique vehicle components." The Martin M4 also features a highly specialized comfortable and safe interior features. The carbon fiber composite body developed for the M4 sets a new standard in light weight body components. With the M4 Racing Project, Martin wants to show the world that the new Martin M4 is dramatically different and will lead new benchmarks in Motorsports and OEM vehicle platforms globally.

"We selected a drag race category to debut the M4 car based on the excellent grass roots following within the sport of drag racing. The new advanced technology in the M4 makes it a great fit within the exciting Professional category of Pro Modified. Other Martin M4 vehicles are currently under construction to be used as shows cars for additional corporations and there are plans for a limited production run for niche automotive markets. The Martin team has a plan to "provide an extremely competitive race car that establishes unique opportunity for application of hybrid and plug in electric technologies for the high performance vehicle enthusiast around the world" says Martin. "We hope to use this race program to illustrate the great characteristics of the M4 as both a Luxury sports car and a race car. This will generate new levels of excitement for those who take a look at the M4 as an alternative to other sports cars."

When asked what attributes the M4 has that will make it a successful car, Martin Vice President Brian Jones explains, "The M4 is the cutting edge of Luxury sports car performance. What makes the M4 car a great technology and road car platform are highlighted in its characteristics that make it successful as a drag race car. The car's unique design, structural integrity, aerodynamics, flexible powertrain and drivetrain applications of the car all work well together to make it a great car for the unique road car enthusiast and at the race track."

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