



## **Chevrolet Garners Success with Cobalt Among Aftermarket Enthusiasts Â GM Tuner Gravana Leads The Way**

*General Motors Awards Chevrolet Cobalts To GRAVANA In An Effort To Generate Excitement Around The Aftermarket Potential Of Chevrolet's Top Car for 2005!*

Valencia, CA ([PRWEB](#)) January 4, 2005 -- Approximately one month prior to the 2004 SEMA Show in Las Vegas last November, GM delivered two Cobalts Â 1 Coupe and 1 Sedan Â to Gravana with the directive to build each car into the best ÂAftermarket TunerÂ Cobalt possible. Given the time constraints, and the other GM vehicles Gravana was building for the same Las Vegas show, GM expected simple add-on parts, such as wheels & tires, tinted windows and some moderate graphics. What GM received from Gravana was nothing short of a miracle. Both cars were modified to a level that typically takes 3-4 months.

Both Cobalts were completely modified and built into show vehicles that Gravana, Chevrolet, Recaro, Boston Acoustics and other marketing partners will use for promotional purposes throughout 2005. The primary focus of this partnership was for Gravana to showcase its line of performance parts and accessories for the Cobalt, while providing GM with vehicles which attract the enthusiast buyer, displaying the personalization capabilities of the Cobalt.

Â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,Â said Jim Lupold, President of Gravana. ÂWhile we have already developed several performance products for the Cobalt, the combination of clean 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. We worked closely with Chevrolet show car designer Matt Teske to create a unique look both the Sedan and Coupe, and we hit the target on each one.Â

Gravana's product line-up includes, but is not limited to, their 50-state legal Air Intake Systems, RamAir Style Hoods, Body Kits, Lowering Springs, Strut Bars, Carbon Fiber Door Sills and Engine Covers, and a variety of additional upgrades that compliment the car. Companies interested in a marketing partnership on the Cobalts, or any other Gravana project vehicle, should contact Gravana using the contact information below.

### **About GRAVANA**

Gravana manufactures and sells aftermarket performance products and accessories for GM vehicles. Gravana strives to be the ultimate source for performance products and accessories for most late-model GM vehicles. While the idea started in 1998, Gravana, Inc. was founded in 2003 after several years of research and planning. Company founder Jim Lupold started his career working in the family auto repair business at age 13, building his first GM vehicle Â a Pontiac Trans-Am Â before he could even drive. After college and a successful career in motorsports, he cut his professional teeth with aftermarket companies Neuspeed, RK Sport, CarParts.com and Performance Products. While Gravana was offered seven (7) GM project vehicles for 2004, the company chose three: the 2005 Pontiac GTO, the 2005 Chevrolet Cobalt Coupe, the 2005 Chevrolet Cobalt Sedan, and the 2005 Chevrolet Aveo 5-Door.

For more information, please visit the Gravana website at [www.gravanatuning.com](http://www.gravanatuning.com), or contact us at the numbers below.



Contact:

Gravana, Inc. ☎ (661) 251-8881

###



**Contact Information**

**James Lupold**

GRAVANA,INC.

<http://www.gravanatuning.com>

661-251-8881

**Online Web 2.0 Version**

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