



Modern Day David Prepares to Eclipse Goliath Automakers with New Super-Exotic Sports Coupe

Gisser Automotive Concepts (GAC) to Woo Wall Street and the Automotive Industry

NEW YORK, NY (PRWEB) July 21, 2004 -- In what seems a virtual impossibility in today's complex corporate maze of automobile manufacturers and designers, a "new kid on the block", is introducing its super-exotic sports coupe, the MEC4. New York headquartered Gisser Automotive Concepts (GAC), www.gisser.com, has accomplished a Herculean effort and is beginning to capture the attention of both Wall Street and the automotive industry. Late in 2003 GAC approached The Wall Street Organization, www.wallstreetorganization.com, a private investment banking and financial public relations firm, to assist in the co-ordination of GAC's capital formation requirements for the launch of the MEC4, the GAC flagship super-exotic sports coupe.

According to Mr. Daryl Gisser, GAC's whiz-kid Founder and CEO, "the MEC4 is America's first limited production, hand-built, mid engine super-exotic sports coupe in its price range." Mr. Gisser is an engineering and design graduate with a B.S. from Syracuse University. Commenting on the MEC4's evolution, Mr. Gisser stated that "pilot production, engineering, design and R&D have been completed and two prototypes have been built, along with all of the required tooling, molds and fixtures which are now in place to commence the MEC4's first production run. GAC is currently seeking select automobile dealers in Florida and California to showcase and take pre-production orders for the MEC4.

As part of GAC's corporate securities structuring, the Company has retained the services of Thelen Reid and Priest, LLP, a prestigious Washington, D.C. law firm with offices on Pennsylvania Avenue, to file a SB-2 public registration statement with the Securities and Exchange Commission (SEC). Additionally, GAC's audited financials for the SB-2 will be provided by Livingston Wachtell & Co., LLP CPAs in Midtown, NY.

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