



General Motors Awards Saturn Ion Redline Project to Gravana – Saturn Ion Enthusiasts Will Have Dramatically Increased Product Selection

General Motors and Gravana Forge New Relationship with Saturn Brand to Help Grow Aftermarket for Ion

Valencia, CA ([PRWEB](#)) April 28, 2005 -- Earlier this year, General Motors awarded the first Saturn Ion Redline to Gravana in an effort to increase awareness of the Ion's potential as a Tuner Car. Gravana is currently leading the industry in New Product Development for the Ion's cousin, the Chevrolet Cobalt. With some cross-over between Ion and Cobalt products, Gravana already has the jump on its competitors. Gravana and Saturn will debut the 2005 Saturn Ion Redline project car later this year at the 2005 Las Vegas SEMA Show.

"We have had our sights on the Saturn Ion for quite some time, as many Ion owners tell us they feel neglected by the aftermarket. Our goal is to expand the selection of performance products and accessories to a level that will position the Saturn Ion as a true player in the Tuner market. To get started, Saturn has provided us with the new Supercharged Ion Redline, which includes Saturn's "not-yet-available" Competition Package. This platform will help us to build a unique vehicle that will drive incremental traffic to Saturn dealers," said Jim Lupold, President of Gravana. "We are truly grateful for another tremendous opportunity from General Motors. We look forward to working closely with Saturn to better understand what their needs are at the dealership level, as well as managing the needs of the owners subsequent to their vehicle purchase."

Gravana's product line-up for the Ion Redline Supercharged Coupe includes, but is not limited to, a 50-state legal Air Intake System, Header, Exhaust, Turbo Sport & Evo Style Hoods, multiple Body Kit designs, Coil-Over Suspension, Strut Bars, Carbon Fiber Door Sills and Engine Covers, and a variety of additional upgrades that compliment the car. Gravana has forged marketing partnerships with companies such as Recaro, Boston Acoustics, Motegi, H&R and Goodyear on past projects, and will most-likely continue with this successful formula on the Ion Redline project. However, companies interested in a marketing partnership on the Saturn Ion Redline, 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 automotive business at age 13, building his first GM vehicle – a Pontiac Trans-Am – at an early age. After college and a successful career in motorsports, he cut his professional teeth with aftermarket companies Neuspeed, RK Sport, CarParts.com and Performance Products. Gravana plans to build four (4) project vehicles for 2005, including the Chevrolet Cobalt SS Supercharged Coupe and two additional future GM models.

For more information, please visit the Gravana website at www.gravanatuning.com, or contact us at the numbers below.

Contact:
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**Contact Information**

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