



## **Custom Motors Announces New Superformance Cobra Facility**

*Custom Motors, Southern California's premier Cobra facility announces expansion of its installation and service facility.*

([PRWEB](#)) June 9, 2005 -- Custom Motors Enterprises of CA Inc., a well-established and highly-respected Superformance Cobra kit car installer, has announced the opening of a new 14,000 square foot assembly and service center in Costa Mesa, California. According to Custom Motors Vice-President Barbara Page, rapidly increasing demand for road-ready Cobras coupled with steady growth of the company's general auto maintenance and fleet service units necessitated expansion to the state-of-the-art new facility.

"As more and more sports car enthusiasts realize the dream of owning a Cobra, our ability to supply finished product was outpacing our assembly capabilities," Page said at a recent press conference in Orange County, California. "Demand for exotic automobiles is increasing at a phenomenal rate," she said. "Our new assembly and maintenance facility increases our production capacity and will result in speedier turn-around for customers waiting for new automobiles."

Custom Motors receives partially assembled Superformance "rolling chassis" kits from the manufacturer. The company then completes the autos by installing extreme performance Roush V8 engines. "Most of the cars that leave our shop are turning out over 500 horsepower," Page said. "This is not a car for the faint of heart." Roush engines are well known for their extensive use in Nascar. "We'll see 600 horsepower models before the end of the year," Page added.

"Our continued growth in general auto repair and maintenance and fleet service contracts played a major role in our expansion to this new facility," Page said. "With 14,000 square feet and parking for over 40 cars we have the capacity now to service fairly large fleets."

Celebrating its 30th year in business, Custom Motors caters to hundreds of loyal customers from all over Southern California. "Our customer base gets larger every month and we're stronger now than ever," Page said. Custom Motors is a leading provider of general auto repair and maintenance to foreign and domestic automobile owners, employing only ASE certified mechanics and technicians. "Our mechanics are experienced and highly-trained professionals that really care about the work they do," Page said. "They take a great deal of pride in their work and that reflects well on our entire operation."

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