Ida Automotive Debuts Â□FrightningÂ□ Ford Truck At Sema Show Truck Commissioned By Ford Demonstrates Perfect Power EMC

IDA Automotive, which is part of the Ford Image Team, will debut its customized 2004 Ford Â□FrightningÂ□ F-150 pickup truck at the SEMA show this week. The truck features a custom body and interior design, custom built suspension, twin turbochargers and Perfect PowerÂ□ engine management controller.

Las Vegas, NV (PRWEB) November 4, 2004 - The body, wheel and suspension design for the low-slung hot rod truck are the newest creation of innovative designer Rob Ida. The Perfect Power engine management system was developed by well-known street rod builder Bob Ida.

Â□The Ford Â□FrightningÂ□ F-150 is a trend setter in the sport truck world,Â□ said Rob Ida, who is a partner with his father Bob in the Morganville, N.J. based design and tuning company, as well as the director of Rob Ida Concepts. Â□The truck combines the stylish look of contemporary custom trucks with high performance engine management systems and other high-tech components that hot rod enthusiasts can use to individualize their own vehicles.Â□

Rob Ida designed and built the handcrafted truck. The low front spoiler, custom grill and hood scoop are all hand-made from flat aluminum, as are the bed side scoops that bring air in to the rear-mounted radiator. The rear tailgate area was shaped to allow air from the radiator area to escape. The one-off chrome wheels on Â□FrightningÂ□ were designed by Rob Ida and crafted in-house by Bob Ida.

Bob Ida customized the engine management system using the Perfect Power EMC Tuner. Ida Automotive is the U.S sales and marketing arm and consultant for Perfect Power. Â□We expect the truck to generate more than 600 horsepower when it is tested following the show,Â□ said Bob Ida. Â□Perfect Power products are designed to increase horsepower and fuel mileage for professionals and enthusiasts.Â□

The truck uses a stock Ford engine and transmission mated with twin turbochargers and the Perfect Power SMT6 and PRS2 in conjunction with the stock Ford engine management computer to produce 14 pounds of turbo boost.

The SMT6, which is a piggyback system, was added to the existing Ford engine management system. The PRS2, a fully programmable Â□real timeÂ□ stand-alone fuel injection and ignition management system, was also installed. Perfect Power gives the professional and the enthusiast the ability to control fuel delivery and spark timing.

The Interior of Â□FrightningÂ□ might scare the average driver, but those that appreciate a custom look inside will be right at home. The truckÂ□s racing seats feature light green ostrich upholstery and are surrounded by a full roll cage and other custom enhancements.

The suspension, steering, drive train and fuel system were designed by Ida Automotive and feature the finest components available from numerous corporate partners that contributed to the project. Â□FrightningÂ□ is the fifth vehicle Ida Automotive has customized for Ford since 2001 as part of the Ford Image Team. The team consists of a group of companies that have been selected to create image vehicles for Ford Motor Company.

IDA Automotive has customized four other Ford vehicles for display at the annual SEMA show and SEMA IAS shows. Previous projects include a 2001 Ford Escape, 2001 F-150, 2002 Ford Ranger and a 2003 Expedition. All have been featured in hot rodding, truck and automotive publications.

IDA Automotive & Perfect Power at SEMA: Bob and Rob Ida are available for interviews during the SEMA show in booth 35534. The Ford Â□FrightningÂ□ F-150 may be photographed during the show. For information about Ida Automotive and Perfect Power, visit www.IDAAutommotive.com or www.PerfectPower.com.

Photography: Photos of the Ford Â□FrightningÂ□ F-150 can be downloaded from www.RacingPR.com with Password: PERFECT and Username: POWER or contact Blair Hefty at 201-612-1864 / blairhefty@aol.com.

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