

## FOR IMMEDIATE RELEASE

Contact: Lynne Kristensen, DRIVEN, (951) 587-9465

### **SPORTSMOBILE SELECTS SAN DIEGO AUTO INTERNATIONAL SHOW TO MAKE NORTH AMERICAN DEBUT OF ALL-NEW 2008 SPORTSMOBILE EB50**

-- The 2008 Sportsmobile EB50, 2007 Lopes 55 and Red 144 Dual Sport Sportsmobile Van  
Among Debuts --

**SAN DIEGO (December 2007)** – Sportsmobile West (SMB), North America’s premier tier-two manufacturer of Ford Econoline, Dodge Sprinter and Chevy vans, announced today they will be showcasing five Sportsmobile vans at the upcoming San Diego International Auto Show December 26th – 30th. The all-new 2008 Ford Sportsmobile EB50 will be making its North American debut and is sure to excite show goers. The 2007 Sportsmobile Lopes 55 and Red 144 Dual Sport will also be making their first auto show debuts along side the recently unveiled “Orange Crush Ultimate Adventure Vehicle” and the 2006 4x4 Sprinter Concept.

“The San Diego Auto Show is one of the best auto show venues for Sportsmobile to showcase its product line as many of our customers reside in the Southern California area. Local surfers, retired military and outdoor camping enthusiasts alike, all come to this show to see our ‘go anywhere’ vans,” said Alan Feld, president, Sportsmobile West. “The Sportsmobile EB50 really highlights our ability to build a top-of-the-line quality product. Ford has given us a great platform to engineer and build off of with its new aggressive front end and bold design. We are sure SMB owners will like the look of this new van.”



(2008 Sportsmobile EB50)

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On display for the first time at the San Diego International Auto Show, the 2008 Ford Sportsmobile EB50 is Sportsmobile's newest edition to its already impressive stable. The SMB EB50 is built off America's top-selling van, the Ford Econoline, and is a customized van built for the serious off-road and camping enthusiast. Performance is an understatement when it comes to the SMB EB50. This van comes complete with the industry-leading Sportsmobile/Dynatrac 12-gear 4X4 off-road system, standard equipped with Old Man Emu/ARB suspension, a Dana 60 rear axle and an Atlas 2 transfer case. The exterior features of the EB50 include, all aluminum bumpers built by Aluminess, Hella lights, Warn front mounted winch (12,000 lb capacity), 35" BF Goodrich tires, American Racing custom wheels and a 10,000 lb tow package.

The interior of the Sportsmobile is no less than perfectly laid out. The highly popular EB50 interior provides more storage space and room than most closets at home. Travelers want convenience and luxury and the EB50 delivers. The interior of the EB50 features a fold-down double bed on the bottom level; and with the push of a button, the pop top rises 6'10" exposing a second floor penthouse double bed. Creature comforts include a fully functional hot and cold water sink, refrigerator with freezer, external outdoor shower, diesel powered furnace and water heater, and a microwave. No off-road trip would be complete without a built in air compressor used to inflate tires or any other inflatable object. Rounding out the interior of the SMB is a state-of-the-art entertainment system.

Also debuting is the 2007 Lopes 55 Sportsmobile designed for and by 3X World Champion professional mountain biker Brian Lopes. The van is based on a Dodge Sprinter chassis and is powered by a Mercedes-Benz 3.0 diesel engine with a high torque transmission. The Sprinter handles well with a tight turning radius' and is economical to operate. Its fuel efficiency is approximately 20+ mpg. The living area was designed for function and comfort sleeping up to four people. A refrigerator, sink and microwave provide the interior with functionality and purpose. The Lopes 55 also comes with an optional 2000W inverter and Porta Potti. This special design comes complete with a full entertainment system with flip screen for viewing both inside and outside of the van. Finally, what makes the Lopes 55 special and unique is the built-in bike hauler feature that allows for either mountain bikes, motorcycles or an ATV to be stored...all without a trailer.

### **About Sportsmobile West**

Sportsmobile West is a leading tier-two manufacturer of Ford Econoline, Dodge Sprinter and GMC conversion vans. Established roughly 20 years ago in San Diego, Calif. Sportsmobile West has long been recognized for its engineering and performance excellence in the automotive industry. Its innovation is visible in each customized product that leaves its Fresno-based facility.

For more information on Sportsmobile, please visit their web site at [www.sportsmobile.com](http://www.sportsmobile.com).

