



Media Contact:

Jhan R. Dolphin
Vice President
RealWheels Corporation
(800) 982-1180
(847) 910-2248 cell

FOR IMMEDIATE

RELEASE

November 1, 2009

Just Like the Band, the CHEAP TRICK Vehicle Keeps Rockin’

If you had a chance to catch last summer’s concert tour with legendary rockers, Cheap Trick & Def Leppard, or read some of the reviews, you already know that these veterans of the rock stage show no sign of slowing down. Cheap Trick released a new album this year, performed their Beatles SGT PEPPER tribute in Vegas for two weeks, worked on movie soundtracks, added their music to the popular Rockband video game, and played countless dates all across North America. Their on-stage energy and enduring music quality keep the fans coming back and filling arenas.

Likewise, when the Project Vehicle Team (Team REAL) from RealWheels Corporation (RWC) created the band’s “Dream Police” vehicle last year, they probably had no idea just how popular it would become. “We’ve built some very cool vehicle projects in the past, but nothing previously has been as popular as this one!” explains RWC Vice President, Jhan R. Dolphin. “We’ve been invited to bring the Cheap Trick vehicle to more car shows, music festivals, and parties than with any vehicle we’ve built before.”

The award-winning project team at RealWheels Corporation is known for their wild theme-vehicle projects and, quite often, the unusual partnerships used to create them. Each year, these innovative designs are unveiled at the automotive industry’s largest aftermarket products event, the SEMA Show (Specialty Equipment Market Association). This year, the Cheap Trick – Dream Police vehicle heads back to Vegas for SEMA 2009.

So, why is this one so popular? “Cool cars and music have always gone hand in hand,” says Dolphin. “Our team added so many cool music-themed details that fans just keep looking at it, and finding more. Of course, the fact that you can play the Rockband video game in the back with laser-light show and fog machine doesn’t hurt either.” Solid billet side mirrors have been machined to look like the neck of a guitar, and 6’ long stainless steel drumsticks are used as a step into the vehicle. A custom grille guard and hood create a really aggressive front-end appearance, and the interior is 100% luxury.

Dolphin says that he’s not sure where the vehicle is headed next for sure. Numerous appearance requests are requiring that they get as creative as possible with scheduling and transportation. One thing is for sure... It’s still ROCKIN!

###

For additional information, photos, or to schedule an onsite interview with Team REAL,

Contact: Jhan R. Dolphin (847) 910-2248