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## **Cheap Trick's Music-Themed Vehicle to Rock This Year's Chicago Auto Show**

(Gurnee, IL) — Even with the country's uncertain automotive climate, cool vehicles remain popular, fun to look at, and a great way to attract attention. Many businesses across North America understand this, and now seek the creative assistance from a local Lake County business. "Cool, customized vehicles always get a lot of attention," says RWC Vice President of Marketing, Jhan R. Dolphin. "We've built vehicle creations, promoting everything from small local retailers, to big promotional vehicle projects for HBO television. Whatever the message, the right promotional vehicle project is a powerful marketing tool."

For the past five years, the team at automotive accessory manufacturer, RealWheels Corporation (RWC) has been creating some of the coolest customized, themed vehicles in the nation and sharing them with fans attending the Chicago Auto Show. Their unique vehicle concepts and often unusual partnering, is exactly what has kept their company, and wild creations, growing in popularity. "Most anyone can build a cool car," explains Dolphin. "The challenge is to create a complete marketing campaign around the vehicle's design and desired message."

In 2003, they built a Hummer that rolled on tank treads instead of wheels. Another high-profile vehicle project was built for Illusionist Criss Angel and the A&E television series Mindfreak. Since then, they have modified everything from tiny Smart cars to big rig trucks. Their drivable creations have graced the covers of dozens of magazines, been seen in movies, on television, displayed at huge automotive events like the Essen Motor Show in Germany, and of course, been plastered all over the Internet.

This year, they created a Rock-music themed vehicle with the help of one of America's legendary rock bands, Cheap Trick. Also hailing from northern Illinois, Cheap Trick has been blending elements of pop, punk, and even metal music in a way that is instantly catchy and recognizable. With timeless classics like "Surrender," "Dream Police" and 80s hit "The Flame," Cheap Trick is an institution. In fact, the vehicle will be a tribute to the band's 30th Anniversary of their Dream Police album, complete with a laser-light show and built in mega-popular video game Rock Band 2 that emerges from the rear of the vehicle.

In celebration of the Cheap Trick vehicle, the project team at RealWheels will be giving away a Rock & Roll prize package to a lucky visitor to the show. The package includes some Cheap Trick swag, music, and a Special Edition Rock Band 2 video game.

"We're thrilled to be working with Cheap Trick this year," says Dolphin. "Most everyone in the Chicago area has a Cheap Trick story about a particular concert, favorite song, or experience, so it will be fun to share this awesome vehicle with the fans."

In addition to the Dream Police vehicle, RealWheels will also display their "Yacht Club" Chevy Silverado at this year's show. Each can be found in the Shell exhibit, located in the center of the south hall. For more information about the complete line of RealWheels accessories visit [www.realwheels.com](http://www.realwheels.com).

### **About RealWheels Corporation**

RealWheels is located near Chicago and has been designing accessories for a wide variety of vehicles since 1980. They manufacture a complete line of innovative billet aluminum, stainless steel and ABS accessories to

visually enhance vehicles of all styles and shapes. They are the exclusive American manufacturer of stainless steel wheel covers, wheel simulators, high hats and baby moon covers for commercial vehicles. RealWheels is also internationally recognized for their award-winning project vehicles.

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