

For Immediate Release:

Cruise Car, Inc. Zooms into High Gear with Solar & Electric-Powered Lifestyle Vehicle

Sarasota, Florida – September 26, 2005 -- Cruise Car, Inc., headquartered at 1932 Whitfield Park Loop, is receiving national attention with its innovative and efficient line of solar-powered and electric-powered, lower-speed lifestyle vehicles. With gasoline prices continually rising at alarming rates, Sarasota businessman, Ken Chester, offers the American people an alternative solution to the standard automobile. Cruise Car, Inc. is the exclusive North American importer of the economic and eco-friendly lifestyle vehicles.

“We went through an extensive evaluation of several production facilities all over Asia to determine which one would be the most cost effective and reliable manufacturing partner for our North American clientele.” stated Cruise Car President, Ken Chester. “With long-term manufacturing and distribution agreements in place, Cruise Car is positioned to effectively compete for market share in the lower-speed vehicle market.”

Chester concluded, “Cruise Car is about people and their lifestyles. So, if you’re a golfer, our Sunray line of solar-powered vehicles is the line for you. If you live in a gated-community or if you call home ‘the open road’ in a motor home, then our Kudo line of electric-powered vehicles is the line for you. These Cruise Cars are stylish and easy to drive, but more importantly, they require low maintenance and **no gasoline.**”

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