



The *Coolest* Cars have *QuietRIDE* Inside!

Vehicles showcasing Quiet Ride Solutions AcoustiSHIELD products and/or Firewall Insulators



at the 2009 SEMA Show in Las Vegas
Nov. 3-6, 2009

Special “thanks” to all who stopped by our space to visit with us. We met car people from all over the world.



S197 Mustang GT Project

Cars by Kris displayed an S197 ('05-09) Ford Mustang GT as a means to showcase the Concept Design and Previsualization services offered by Cars by Kris, as well as promoting the products and services of their material sponsors. Their goal with this car was to combine classic American styling with cues from high-end European sports cars, bringing the overall quality and appearance up several notches by upgrading the interior, suspension, and drivetrain. The Mustang sports a fully custom paint job of Arctic Pearl White, Atomic Orange, and Pearl Black featuring custom airbrushing by Jason Russell of Airhead Customs. The interior was refinished in black alcantara and black leather. The powertrain consists of a supercharged 4.6 liter V8 with forged internals, putting out roughly 600 horsepower. Suspension upgrades include adjustable coilovers, polyurethane bushings, and upgraded sway bars.

2009 Ford F-150 Striker



PERFORMANCE WEST GROUP INC.

2008 Ford F-350 Striker



Created by the **Performance West Group and Hulst Customs**, the new 2009 Ford F-150 and F-350 Strikers are the award winning sport trucks you can own! The Strikers are based on the new 2009 Ford F-150 SuperCrew and the 2008 F-350 Crew Cab Dually. Equipped respectively with a 5.4 liter Triton V8 and a Powerstroke Turbo Diesel, the Striker's subscribe to the hot rodders adage that if a lot of power is just enough, then more is even better. Both of these sport trucks shake the asphalt with the kind of torque and horsepower that are a tribute to the Ford racing legacy that inspired their image. The F-150 received the "Outstanding Achievement in Design" award presented by the Ford Motor Company at the 2008 SEMA Show. The F-350 Striker was displayed in the American Force Exhibit. The F-150 Striker The F-350 Striker was displayed in the American Force Exhibit. The F-150 Striker was not displayed at the SEMA Show this year, but will be displayed next as part of the Ford exhibit at the 2009 Arizona International Automobile Show, November 25 thru 29, 2009 in Phoenix, AZ.



Mr. Norm's Dodge Ram 1500 Red Express



Everything about the Dodge Ram 1500 Red Xpress Truck echoes the theme that is the foundation of this vehicle. From its potent 5.7 HEMI engine, to its big brakes and finely tuned suspension, this Ram emphasizes its well- rounded character, and its real world capabilities. The Dodge Ram Red Express Truck radiates pure sizzle with its lipstick red paint that reflects the brilliance of the Southwestern sun, accented with antique gold body graphics and striping. The United States during the second half of the twentieth century was enjoying a period of unprecedented prosperity, matched with unlimited optimism. It was a time when it seemed as if we could accomplish anything we set our minds to. The Ram 1500 Red Express Truck brings back those positive feelings with its bright, cheerful colors and chrome accents.

PERFORMANCE WEST GROUP INC.



1999 Ford F-550 Turtle V by Turtle Expedition, Unltd.



The most cursory inspection will tell you **The Turtle IV** is not a show truck. It is a work truck, designed to transport the photojournalist team of The Turtle Expedition and Tortuga Film Productions into the most remote and inhospitable areas of the World in safety and relative comfort. It often must be home for months at a time. The Turtle IV was designed and built to be a comfortable international backroad travel and camping vehicle. It was also modified to tackle one of the most difficult adventures left in the World today: To drive overland, wheels on the ground, from the Pacific coast of the Russian Far East---Siberia---to the Atlantic Coast of Western Europe in the winter.



2006 1500 Chevrolet Silverado Crew Cab

David Williams of **The Kustom Edge** in Webster, Texas started modifications of a stock Chevy Silverado Crew Cab truck by channeling the body and sheet metal three-inches to bring it lower to the ground. He tubbed the rear wheel wells out four inches and narrowed the rear end four inches, then raised the bed nine inches to give the air bags enough room to operate; the interior bed side body panels were modified to complete the radical changes. The truck sits on 26" KMC dimes mounted on 305/30/26 Kuhmo Tires The front bumper valance is all custom. All door handles, gas filler door and tail gate hardware was shaved in preparation for the paint which was done by BK Customz and Collision in El Campo, Texas. The base paint is a stock GM Medium Green Metallic with Suzuki Mars Green and GM Tarragon Green Flames. The engine features a custom header back exhaust system using Magnaflow high flow cats and muffler and is powered by an Odyssey battery pack.

Inside, the seats are factory buckets front and rear all were re-wrapped using Katzkins black leather with Shamrock Green suede inserts. All interior factory plastics were smoothed out and readied for paint by The Kustom Edge. The truck then went to San Jacinto College South Campus Auto Body Department to have the interior painted to match the exterior GM Medium Green Metallic. A QuietRide Solutions AcoustiShield-thermal acoustic insulation kit was installed to round out the interior and then covered with a new ACC carpet kit. A Colorado Customs flamed billet steering wheel was installed with black leather half-wrap.

3rd Strike Performance.com

Duane Garrett of 3rd Strike Performance in Sikeston, MO, started the creation of this machine from a stock 2008 Dodge Ram Quad Cab. He had a concept drawn up for the vehicle, and entered it into the Street Trucks magazine paint contest. His truck placed fifth in the contest, allowing him to get his truck painted by Simon Evans, of Paintbysimon.com. The base paint is a stock MOPAR Silver Metallic with House of Kolor Candy Inferno Red (fade job), and Tangerine, with sky blue, green and black graphics. The engine features a custom 3rd Strike Performance Intake System, and Alternator/AC Compressor Cover, Billet Technology replacement caps, and a custom engraved radiator insert. The vehicle currently has a Bassani race muffler and Superchips Programmer, and is powered by an Odyssey battery.



2009 Dodge 1500 Crew Cab

This 2009 Dodge 1500 Crew Cab owned by Daniel Dattalo was featured in the Rhino Lining exhibit at SEMA. David Williams of **The Kustom Edge** in Webster, Texas, started with custom modifications to the front suspension using airbags and a wish-bone 3-link suspension in the rear. The engine includes a K&N intake and custom 3" cat-back exhaust and fuel cell. The bed floor was smoothed and color matched with Rhino Lining. All door, radio, emblems and satellite hardware were shaved and the body and remaining chrome were painted with a 2009 Honda Tidewater Blue Metallic. The truck sits on 24" Boss 330 wrapped in Yokohama rubber. The interior upgrades include new Katzkin black leather seat covers with fog suede accents; a Clarion double-din media center backed up by Kicker amps; and speakers and AcoustiShield by QuietRide Solutions.



Out back is a Bed Rug carpet bedliner and a Bed Ryder dual seating kit, along with a Go Rhino Dual Tube roll bar. Up front, there is an APM dual scoop hood, and the grill guard, rear step bar, and side step bars were provided by Go Rhino. The door handles and third brake light are lighted by IPCW. The projector headlights and smoked Led taillights are by 3rd Strike Performance and additional lighting was given to the project by Delta Lighting. Inside, the seats are factory leather and rear and all were re-wrapped using Katzkins maroon leather with light gray suede inserts. The QuietRide Solutions AcoustiShield thermal-acoustic insulation kit was installed to round out the interior and then covered with the factory carpet.