

## **AutoTrader Classics and Fireball Tim Entertainment Reveal One-of-a-Kind 1951 Chevy 3100 'REDSTER' at Cinema Vehicle Services on August 28**

NORTH HOLLYWOOD, Calif., Aug. 26 [/PRNewswire/](#) -- Take a 1951 Chevrolet 3100, add top of the line mobile electronics, a hydrogen assist system and a flaming red custom paint job with an aggressive stance and what do you have? A new evolution of Carcitecture™ called "21st Century Classic." AutoTrader Classics and Fireball Tim Entertainment will unveil the REDSTER, a one-of-a-kind interactive vehicle on August 28 at Cinema Vehicle Services, the oldest and only full service picture car company in the United States.

The REDSTER was built as a promotional vehicle to build brand awareness about AutoTrader Classics and to showcase a variety of modern technologies in a unique classic vehicle. The vehicle will be used at automotive events across the country through the end of 2011. Collector car enthusiasts will be able to experience the AutoTrader Classics website with the interactive enhancements added to the REDSTER made possible by SONY technology, including their Internet Dash Pod, AV In-Dash DIN System and VAIO Touch Screen Computers.

This unique vehicle was designed and constructed by Hollywood Movie Car Designer and TV host Fireball Tim. Fireball Tim's designs have been in more than 350 film, television and commercial projects over the last 20 years. He has also been seen on Discovery Channel's "World's Most Expensive Rides" and "Monster Garage."

In addition to Fireball Tim Entertainment, other key sponsors include SONY, Lifetime Oil Filter, DuPont Paint, Cinema Vehicle Services, Kumho, Kurv, Jeff Styles Pinstriping, Nano Nitrous Systems, California Car Cover, Sparco and HH2 Hydroelectric Systems which provides safe, low pressure hydrogen induction into the engine and removes carbon.

Key enhancements to the REDSTER include: performance tires by Kumho; customized Royalty chrome rims by Kurv; SONY Internet Dash Pod and AV In-dash DIN System; a remote mounted oil filter by Lifetime Oil Filter; construction by Cinema Vehicle Services; Nitrous by Nano Nitrous Systems; and seats by Sparco.

"We are excited to be working with Fireball Tim Entertainment," says Don Dixon, director of integrated marketing and affiliated brands for AutoTrader.com. "This is a great opportunity for us to build more brand awareness and attract more classic car enthusiasts to the AutoTrader Classics brand."

The reveal will take place on Saturday, August 28 from 11a.m. – 1p.m. (Pacific Time) at Cinema Vehicle Services, 12580 Saticoy Street, North Hollywood, CA. Guests can expect to see 20 of the most famous cars in movie history, roller skating waitresses from Frisco's Car Hop and top radio DJ Uncle Joe Benson from KLOS as Emcee.

"This has been a year of many firsts for AutoTrader Classics," says Rob Huting, general manager of AutoTrader Classics. "We launched our first ever multi-media advertising campaign and reached several traffic records. This reveal adds to our continued effort to attract more classic car enthusiasts and keep our brand top of mind when searching for a new classic car."

**About AutoTrader Classics**

AutoTrader Classics, launched in 2008 and headquartered in Atlanta, Ga., is the Internet's leading automotive classifieds marketplace dedicated to the classic vehicle sector, with more than 20,000 listings of classic cars and trucks, as well as parts for those vehicles. Utilizing the same innovative merchandising functionality as found on AutoTrader.com, AutoTrader Classics unites classic car enthusiasts with the vehicle of their dreams. In addition to the online marketplace, AutoTrader Classics also produces a series of print publications designed to inform and entertain classic car enthusiasts and collectors. The company also owns [www.DealsOnWheels.com](http://www.DealsOnWheels.com) an up-to-date source for muscle cars, sports cars, 50's classics, antique automobiles, related parts, services and accessories. For more information, please visit [www.autotraderclassics.com](http://www.autotraderclassics.com).

#### **About Fireball Tim Entertainment**

Fireball Tim Entertainment is an Entertainment and Design Company encompassing the talents of Hollywood Movie Car Designer and TV Host Fireball Tim.

FTE offers a wide range of capabilities to Brands through the creation of custom content programming distributed to millions of Automotive Enthusiasts around the world. FTE specializes in vehicle design and builds, costume and mascot design and builds and live event development and management. For more information, please visit <http://www.fireballtim.com/>.

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