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HAVOC Unleashed at 2010 NADA Convention - Innovative Vehicle Solutions Unveils Camaro Body and Performance Kit to the Dealer Network

Dynamic design and power package allow dealer customers to build their own custom vision

ORLANDO, Fla. Feb. 12, 2010 – You might want to keep your eye out for some HAVOC the next time you visit your Chevy dealership. The team at Innovative Vehicle Solutions (IVS) in metro Detroit is launching its HAVOC Camaro Aero Kit for the fifth generation Camaro at the 2010 National Automotive Dealers Association (NADA) Convention this week.

The HAVOC Aero Kit will be on display at the IVS booth (#3062), located in the “Aftermarket Zone,” from Saturday, Feb. 13 through Monday, Feb. 15, at the Orange County Convention Center in Orlando.

IVS created the HAVOC Aero Kit to deliver top-of-the-line performance and styling, while allowing Camaro owners to tailor their own look with the kit’s build-your-own custom approach. The kit is now available to dealerships nationwide.

“The HAVOC Camaro Aero Kit gives dealers a chance to offer their customers a totally personalized, custom-built experience,” said Adam Moore, business development manager, performance/aftermarket, IVS. “The kit provides enthusiasts with options that are paramount in terms of design, quality and cost, and provides dealers with a strong sales opportunity.”

The HAVOC Camaro Aero Kit includes:

- Custom 20” HAVOC wheels, available in both black PVD and bright PVD coatings, which are tooled to standard OEM size, so no new tire purchase is required;
- Lower front chin spoiler with brake cooling openings;
- Side lower rockers featuring accent lines that tie-in with the front chin spoiler;
- Aggressively styled rear spoiler;
- Rear two-piece diffuser with paintable outer section and optional carbon fiber hydrographics on the center section, designed to provide an assertive look and hide stock exhaust cans; and
- Custom side and hood graphics package.

The HAVOC Aero kit is made from reaction injection molding (RIM) material, production-tooled, designed to OEM specifications and mostly uses stock attachment points, which minimizes modification for body fitting. With individual kit pieces ranging from MSRP \$225 to MSRP \$625, the HAVOC offers Camaro owners an affordable way to customize.

“We’re thrilled to launch the HAVOC Camaro Aero Kit to the dealer network and what better place to do it than the NADA Convention?” said Scott Ronan, president of IVS. “The popularity of this kit has been growing daily since previewed to the aftermarket at the SEMA show this fall. We believe the HAVOC kit, and all of our products at IVS, push the creative envelope and offer something unique to dealers and their customers.”

Camaro Powertrain Packages

For those who want to upgrade the horsepower of their Camaro, Powertrain Integration, an IVS-affiliate company that provides engine, transmission and drivetrain solutions to the niche market, is offering engine packages that can be purchased in conjunction with the HAVOC Aero Kit or separately.

The Powertrain Integration kit is a bolt-in conversion, including the engine, computer controls and accessories necessary for a simplified installation. Customers can also choose to have Powertrain Integration build the complete vehicle with various engine and horsepower options.

Based in metro Detroit, both Innovative Vehicle Solutions and Powertrain Integration are committed to personal customer attention and satisfaction, as well as producing the highest quality performance accessories to provide years of continued reliability.

IVS specializes in vehicle personalization enhancements, creating specialty accessories for the Corvette C5/C6, the 5th Generation Camaro and a line of rear vision systems (RVS) which eliminate blind spots and help improve driver safety.

Whether it’s concept or creation, the IVS team combines cutting-edge technology with superior design to capture the spirit of the open road, testing the limits of passion and performance. IVS continues to develop accessory programs, styling kits and specialty automotive components that are marketed directly, or in conjunction with, vehicle up-fitters and dealer networks. www.ivsauto.com

Powertrain Integration is the automotive industry’s premiere total system solution company for GM OEM engines, transmissions and complete drivetrains. The company provides the broadest range of systems, engine components and services, specifically focusing on the unique needs of the niche OEM automakers. From low to high volume programs, Powertrain Integration provides the customer with complete packaging, design, engineering, emissions certification and dress assembly capability for the complete powertrain system. www.powertrainintegration.com

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For more information on the HAVOC Aero Kit or to learn about distribution opportunities, please contact Adam Moore at 248-872-6917 or amoore@ivsauto.com.

For more information on Powertrain Integration’s powertrain packages, please contact Bob Pachla at 313-590-6063 or rpachla@ptintegration.com.

*To obtain HAVOC Aero images, please visit **Error! Hyperlink reference not valid.** and <http://ivsauto.com/site/wp-content/uploads/2009/10/PRrear.jpg>.*