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*For immediate release*

**DiMora Motorcar Chooses BUNKSPEED for Design Visualization and Marketing Imagery**

**BUNKSPEED will provide visualization support for the design, sales, and marketing of all DiMora Motorcar vehicles, including the \$2 million Natalia SLS 2 sport luxury sedan, a hand-build, technologically-advanced automobile**

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LOS ANGELES, California, and PALM SPRINGS, California, October 31, 2006 – BUNKSPEED, the fastest-growing provider of high-end visualization software and services, today announced that DiMora Motorcar has chosen BUNKSPEED’s visualization software solutions and services for all current and future projects. DiMora Motorcar will use the software throughout the entire product development process, starting with early concept reviews through sales and marketing of the final automobile.

DiMora Motorcar CEO and Founder Alfred DiMora, known for designing high-end luxury automobiles such as the Clenet and Sceptre, is developing the Natalia SLS 2 from the ground up. The Natalia will be “the world’s most expensive, luxurious, and technologically-advanced” vehicle ever built. DiMora is working with technology partners who are sponsoring each individual area, allowing these companies to introduce technological advancements that are not yet available on the market.

DiMora chose BUNKSPEED because he needed a system that quickly and accurately visualizes vehicle concepts and design progressions in real-time, at different locations, and under various lighting conditions. In addition, BUNKSPEED provides the ability to easily deliver photographic

sales and marketing materials in a fraction of the time, throughout the design process and prior to the completion of the final vehicle.

“BUNKSPEED is as innovative and technologically-advanced in the area of visualization as the Natalia will be in the automotive world,” said DiMora. “The speed and quality of the digital imagery that BUNKSPEED delivers are the benchmarks in the industry. No other solution comes close. With the use of BUNKSPEED, we are able to quickly evaluate the design from many aspects, and easily make changes when necessary. I love working with forward-thinking and enthusiastic partners like the BUNKSPEED team.”

The Natalia SLS 2 will be completely distinctive from bumper to bumper. The DiMora Volcano V16 engine will erupt with 1,200 horsepower driving all four steerable wheels. Multiple cameras will give the driver total visibility of the surroundings, and passengers will be pampered in extreme comfort and luxury while they enjoy unprecedented entertainment and communications capabilities.

“We are very excited about working with DiMora Motorcar,” said Philip Lunn, CEO and founder of BUNKSPEED. “By utilizing BUNKSPEED’s tools, DiMora Motorcar can communicate through photographic renderings to sponsors and potential customers, and gain instant feedback on important styling and paint decisions. With the new technologies available, coach builders like DiMora have the potential to bring glamour and elegance to the car industry not seen since the 20’s.”

Despite the initial reluctance of not wanting to take any pre-orders for the car, DiMora has received orders for 16 Natalia SLS 2 sport luxury sedans. Deliveries are planned to begin in 2008. To experience the Natalia SLS 2, visit [www.dimoramotorcar.com](http://www.dimoramotorcar.com).

#### **About DiMora Motorcar™**

**Based in Palm Springs, California, DiMora Motorcar crafts automobiles guided by three goals:**

- **Exceed expectations for safety, performance, technology, ecology, beauty, comfort, and luxury.**
- **Reveal the design, build, and test of vehicles via the Internet so the world can learn from and can interact with DMC.**
- **Reclaim America's automotive design and engineering leadership.**

#### **About BUNKSPEED**

**BUNKSPEED is a leading global provider of visualization software and services for design, engineering and marketing. Headquartered in Los Angeles, California, the company is advancing visualization by developing paradigm shifting technologies for decision making in the digital design process, as well as bridging the gap between design, engineering and marketing. BUNKSPEED's customers include Nissan, Ford Motor Company, Volvo, Jaguar, Aston Martin, Land Rover, and Pininfarina. For more information on BUNKSPEED's products and services, visit [www.bunkspeed.com](http://www.bunkspeed.com).**

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