



SoundRacer®

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SoundRacer brings Super Sports Car sound to the green car

Motor enthusiasts the world over appreciate the sound of an exotic, high revving Italian sports car or the powerful growl of an American V8. The Swedish invention SoundRacer gives everyone the possibility to enjoy these sounds in their own car and it is now launched in a World Premiere at the legendary Le Mans 24-Hours race this week.

The company SoundRacer AB, Gothenburg Sweden, has received a lot of international attention for the new product following the inventor Kenneth Palmestål winning the business idea contest My Mission in 2008 and displaying SoundRacer at the CES fair in Las Vegas in January 2009. Now it's time for the global launch, beginning next week in Scandinavia through a large chain of gadget stores.

Imagine starting up your silent, fuel efficient car (though not yet electrical and hybrid cars) and the interior is filled with the thrilling sound of a powerful V8 engine.

Shift in the first gear, hit the gas pedal and the driving experience will really excite you! In every phase of driving - accelerating, shifting, cruising and idling — the sound is so convincing that it actually fools your senses to believe that you are driving the real thing, a Super Sports Car!

Basically, an ordinary Car FM Transmitter, the one you put in the 12V cig lighter socket and connect to the MP3 player for listening to your favorite music in the car stereo. The new is a specially programmed component that can detect the engine speed and play genuine engine sounds as an alternative to the music.

A really fun little gadget! No installation, no tuning - just plug in, turn up the volume on the car stereo system and enjoy. Actually a little more expensive than a standard FM transmitter but infinitely cheaper and environmentally friendly than super sports cars.

There are two models to choose from, "American style" V8 and "Italian style" V10

More information as well as video, sounds and pictures on www.soundracer.se

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SoundRacer was developed by Kenneth Palmestål, also inventor of IQtherm, an energy conserving control system for electrically heated houses and winner of a Swedish Technical procurement in 1996. The new company was founded with a group of private investors in October 2008.