



2550 CENTRAL POINT PARKWAY
LIMA, OHIO 45804-3890
T. 419.222.1501 F.419.222.4550

ACCUBUILT.COM

NEWS RELEASE

For more information contact:

Bob Messing or Nathan Hurst
Vice Presidents, Sales and Marketing
Accubuilt, Inc.
419-222-1501

Accubuilt Announces New and Exciting 2010 ½ Models

Lima, Ohio, January 4, 2010 – Accubuilt, Inc. announces the refreshing of its primary Cadillac funeral vehicle models and the introduction of the new 2010 ½ models that are ready for immediate ordering and timely delivery.

Accubuilt Chairman and CEO Greg Corona announced that “without a change in the base Cadillac DTS model for 2010, Accubuilt developed some exciting interior and exterior design changes with its Dealer Council and has introduced the new 2010 ½ models for the S&S and Superior brands. The new 2010 ½ models provide distinct enhancements to the exterior and interior of the vehicle with stylish exterior appointments and extensive use of rich wood appointments combined with additional interior lighting. These new models provide our dealers and the funeral profession with an incentive to purchase new and exciting vehicles for almost the same price as the 2010 model. The 2010 ½ models are available for all of our S&S and Superior branded models with the exception of the *Premier* and *Imperial* which remain unchanged.”

Bob Messing and Nathan Hurst, Accubuilt’s Vice Presidents of Sales and Marketing commented, “We had collaborative discussions with our major dealers and customers to develop enhancements and improvements we could implement to the Cadillac vehicles inside and outside to make them more appealing and provide a more stylish and elegant look. Improving exterior body lines in addition to warm, elegant wood accents and additional exterior and interior lighting results in a big difference for the 2010 ½ models when compared to the 2010 model.”

Mr. Corona continued, “We focused our efforts on the S&S and Superior branded Cadillac vehicles because these are presently the most popular products we offer. We think our dealers and the funeral profession will recognize the distinctive changes and improvements in these fresh, new 2010 ½ vehicles.”

These new models are now available for immediate ordering and delivery with the same Accubuilt commitment to outstanding quality and service. Interested funeral professionals can obtain additional information on the 2010 ½ models by contacting their local dealer, visiting www.Accubuilt.com or calling 888-324-7895 for the dealer located in your territory.

Accubuilt’s industry-leading funeral vehicles include the *S&S and Superior Coach* brands, as well as other high-quality, specialty vehicles manufactured under the *DaBryan, Tuscany* and *Accubuilt* brand names.

Accubuilt, Inc. has manufacturing facilities in Lima, Ohio; Springfield Missouri; and Elkhart, Indiana. The Company’s specialty vehicle offerings are certified and approved by the Cadillac Master Coachbuilder program, Lincoln Quality Vehicle Manufacturer program, Ford Truck Quality Program and the National Mobility equipment Dealers Association. For more information on Accubuilt, Inc. and its extensive vehicle offerings, please visit www.accubuilt.com.