



BeckerAutomotiveDesign

Press Release

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Becker Automotive Design Partners with STRUT to create Custom Escalade Limousine

San Clemente & Oxnard, CA—July 2, 2008—Becker Automotive Design, Inc., known globally for their unique custom limousine and coach conversion vehicles, has partnered with bespoke custom automotive designer STRUT to create a special-edition Cadillac Escalade ESV for Becker's exclusive global clientele.



The new **Becker/STRUT Cadillac Escalade ESV** combines an unmatched blend of privacy and European luxury interior craftsmanship with cutting-edge mobile office capabilities in a floor-to-ceiling custom-leather interior designed for comfort, convenience, and ergonomic utility. Integrated into the vehicle is an impressive Apple iPod® ready audio-video system featuring satellite HDTV, DVD, and digital surround sound that yields picture and sound quality rivaling those of any high-end home audio or theater system. Becker has chosen only the finest high-end components from Alpine, JL Audio, LG, Dynaudio, and other manufacturers, all controlled by a custom Crestron touchscreen using proprietary Becker Automotive Design software.



While the **Becker/STRUT Escalade ESV** offers luxurious accoutrements, it's as ready for work as it is for play, with a sophisticated onboard computer system, broadband Internet connection, and full printer/scanner functions. Better still, whenever the ignition key is engaged, this superb mobile office automatically "smart boots," and elegantly shuts down when the key is removed before exiting the vehicle.

The exterior of the Escalade ESV features a custom-crafted, and meticulously tooled jewelry collection from STRUT featuring a woven, diamond-mesh front grille and surround with matching side vents, all created from the finest stainless steel available and highly polished for style and durability that will withstand all weather conditions. Each piece in the collection bears the distinctive STRUT shield announcing to all that this vehicle stands apart from the crowd. Completing the **Becker/STRUT Escalade ESV** signature collection is a set of Icon Wheels, also by STRUT.

For additional information or digital images, please contact STRUT's global PR agency, Nicoll Public Relations, at 781-762-9300 or lucette@nicollpr.com. Or, visit www.nicollpr.com/strut and locate images in a folder called: Becker Partners with STRUT.

About Becker Automotive Designs, Inc. (www.beckerautodesign.com)

Becker Automotive Design has produced specialty vehicles for heads of state, royalty, celebrities, prominent families, business leaders and 5 star properties in over 15 countries around the world. Becker is the innovator of the exclusive Mercedes-Benz JetVan™ Luxury Coach, as well as the Cadillac Escalade ESV Limo. Sensitivities to top-flight comfort and quality, security needs, electronic entertainment systems, advanced mobile office productivity, and style have all culminated in Becker's creation of the Becker/STRUT Cadillac Escalade ESV. Becker vehicles have consistently been awarded "Best of the Best" designations by *The Robb Report* magazine, including in 2008. Costing between \$125,000 and \$225,000, each Becker/STRUT Cadillac Escalade ESV contains specific design input from the commissioning customer. Exclusive, custom-tailored, and cutting-edge all comprise the Becker/STRUT Cadillac Escalade ESV experience.

About STRUT (www.strutwear.com)

Located in San Clemente, California, STRUT has achieved benchmark status throughout the world for their trendsetting and distinctive jewelry collections, wheels, and accessories designed for connoisseurs of luxury automobiles. Created like fine jewelry, each handcrafted collection is personally signed by the artisan, further reflecting the passion and pride they take in their work. The 2002–2008 STRUT Collections are available for Bentley, BMW, Mercedes-Benz, Land Rover, Hummer, Cadillac, Lamborghini, and other high-end vehicles and can be viewed at www.strutwear.com.