

For Immediate Release: \$2M DiMora Car Uses CG-Lock to Increase Safety & Control

July 27th 2009.

The DiMora Motorcar announced today that Lap Belt Cinch, Inc. has become its latest Technology Partner and will provide CG-Lock® technology in every Natalia SLS 2 sport luxury car.

The patented CG-Lock technology is incorporated into every Natalia seatbelt. The CG-Lock allows the lap belt portion of the seatbelt to be tightened from gentle to extreme--similar to commercial aircraft seatbelts--providing the occupant with the security that the seatbelt maintains the correct position on the pelvis and does not ride up over the stomach. Pulled even tighter, the device gains around 80 percent of the control benefit of a racecar harness. The shoulder belt is unaffected. Although originally developed to give sports-car drivers better control and feedback, the technology has also been proven to provide much greater safety than a standard seatbelt, while enhancing comfort for daily driving.

The CG-Lock has been available as an aftermarket (add on) product since 2004 and has an estimated 400+ million street miles driven, with rave reviews from customers, the press, and professional drivers.

Most importantly, formal crash testing and real world experience have demonstrated that use of the CG-Lock reduces the potential for injury in frontal, lateral, and rollover events. This was recently acknowledged by the road safety charity BRAKE Awards ceremony where the device was highly commended for the 'saved lives' (www.brake.org.uk).

The addition of CG-Locks to the state-of-the-art Natalia SLS 2 is a natural fit due to the "quadruple advantages" of improved driver control without the need for harnesses, greater driver and passenger comfort, improved driver and passenger safety, and a proven track record of user satisfaction.

"We are pleased that DiMora Motorcar is setting the standard by becoming the first automotive manufacturer to provide CG-Lock Technology on every vehicle," said Charles M. Carter, CEO of Lap Belt Cinch Inc. "When other manufacturers do the same, thousands of lives will be saved every year."

"We are committed to making the Natalia SLS 2 the safest automobile on the road," noted Alfred DiMora, Founder of DiMora Motorcar. "The CG-Lock may be the most important seatbelt innovation since Preston Tucker initially installed seatbelts in a production automobile."

"Most people just assume that their standard seatbelts are adequate," continued DiMora. "The Lap Belt Cinch engineers delved deeper into how a better seatbelt could improve vehicle control for the driver and comfort and safety for everybody in the car. The insights they gained led them to invent the CG-Lock. We are pleased to be the first OEM to integrate many of these systems into the Natalia SLS 2."

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About Lap Belt Cinch

Lap Belt Cinch EU Ltd is the EU sales & marketing arm of Lap Belt Cinch Inc. and has established several market applications for the CG-Lock to enhance seatbelt performance by providing added safety, comfort and control. Currently the CG-Lock is marketed in the USA, Japan, Australia and EU for high-performance driving, recreational off-road, police and first responders, and for extra stability for the mobility-impaired, military uses; and child booster seats. Lap Belt Cinch EU Ltd use expert partners Autoadapt (www.autoadapt.co.uk) as their EU distributors for the mobility market and top back specialist retailer Back In Action (www.backinaction.co.uk/cg-lock) for the medical/posture application. Journalists please contact Dr Graham Cox at enquiries@cg-lock.co.uk for full media pack. The CG-Lock (CG=Centre of Gravity) is a small palm sized device that fits onto the existing inertia reel seatbelt tongue in 2 minutes. See more at www.cg-lock.co.uk

About DiMora Motorcar

Based in Palm Springs, California, DiMora Motorcar crafts automobiles designed to exceed expectations for safety, performance, technology, ecology, beauty, comfort, and luxury. We are the first to reveal the design, production, and testing of our automobiles via the Internet so that people around the world can learn about—and participate in—the process.

The founder, CEO, and driving force behind DiMora Motorcar, Alfred J. DiMora, produced two of America's finest luxury automobiles, the Clenet (as owner) and the Sceptre (as co-founder). When President Reagan declared 1986 the Centennial Year of the Gasoline-Powered Automobile, Mr. DiMora's Clenet was selected as the Official Centennial Car. As a result, he and the Clenet were honored at the Automotive Hall of Fame in Michigan. He also founded Starbridge Systems, Inc., where he developed the FPGA supercomputer. Using his technological and automotive backgrounds, Alfred DiMora blends the two worlds together to create this new experience in automotive history, the Natalia SLS 2. For more information about our products and how your company can become a Technology Partner of DiMora Motorcar, please visit www.dimoramotorcar.com.

