

April 30, 2009
FOR IMMEDIATE RELEASE

CONTACT: Michael Baird, Director of Marketing
(248) 233-8053
michael.baird@tomcar.com

TOMCAR's Management Team To Focus On Innovation and Growth

Rochester Hills, MI – TOMCAR CEO Tom McAlear introduced the company's management team that brings 60 years of experience and a clear understanding of what it takes to deliver the best product and maintain profitability in spite of a challenging economy.

TOMCAR Ltd., whose global headquarters is located in Rochester Hills, is the developer and manufacturer of the revolutionary high-performance, ready-for-anything TOMCAR® vehicles.

"We not only produce vehicles that are unmatched, we have a consummate management team that has a proven track record of producing results," McAlear said. "In today's economy, there is no room for error. Our team has the expertise to develop and execute on-target strategies that focus on innovation, performance and customer satisfaction."

The management team includes:

- **David Leo** – Chief Financial Officer
- **Matthew McAlear** – Vice President, Global Sales & Marketing
- **John Gillis** – Vice President, North American Operations
- **Benny Taizi** – Vice President, Israel Operations

David Leo will work to integrate finance and accounting solutions into TOMCAR's global operations. David will oversee financial reporting, budgeting, product pricing, purchasing control, IT, corporate risk and human resources. David brings over 28 years of experience in Automotive Manufacturing & Distribution, Automotive Machine Tool / Flexible Manufacturing and Physical Security and Service industries.

"I'm excited about being able to use my experience to develop systems that enhance the way we do business" Leo said. "My focus will extend beyond finance to include examining efficient ways we can globally combine our processes ranging from sale and finance to purchasing, manufacturing and distribution to achieve effective reporting and planning systems."

With more than 15 years of experience in the auto industry, including management positions with an auto manufacturer and marketing agency, Matthew McAlear has an acute understanding of the depth and breadth of the issues that are critical to success. He will focus on a seamless sales and marketing strategy that positions TOMCAR for growth across the globe and positions the customer as the focal point from initial product interest through after sale support.

"We will not take a cookie cutter distribution approach for TOMCAR," Matthew McAlear said. "Our mission is to look at each sales channel as unique, determining the best methodology to meet that customer's needs. Using distributors, re-sellers and selling direct from the factory, we have an opportunity to build a global and sustainable sales model."

- More -

John Gillis will head up all aspects of global operations and will work to position TOMCAR as a modern vehicle production company that is ahead of the curve and prepared for present and future challenges. During the past 26 years, Gillis has served in management positions at several large, multifaceted organizations where he applied his expertise in performance management and his understanding of the auto industry to achieve results. Gillis will also use his experience teaching management best practices to help build the best engineering and operations team for TOMCAR.

“Bringing together all of the components that are required to produce a vehicle that is unlike anything else on the market requires a system based on precision and strategic execution,” Gillis said. “My role will be to put the processes in place to ensure both quality and efficiency and set the standard for 21st Century manufacturing.”

Benny Taizi is one of TOMCAR’s founding employees and brings with him over 20 years in vehicle development. As the Vice President of Israel Operations, Taizi will oversee the day-to-day functions of TOMCAR’s Israeli office including; research and development, parts manufacturing and procurement, service, and sales.

“It’s been an honor to work on the development of the TOMCAR from day one.” said Taizi, “I look forward to TOMCAR continuing to push the envelope of innovation and design as we build a vehicle for this next century.”

To learn more about TOMCAR, visit <http://tomcar.com>.

###

TOMCAR® is the product of 33 years of experience building high-performance off-road vehicles for military and industrial clients who demand powerful and precise machinery that gets the job done without compromising safety. Founded in 1991, TOMCAR has earned a reputation for excellence in performance, reliability and value.