



FOR IMMEDIATE RELEASE
March, 2010

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Carlisle Performance & Style: May 8-9 at the Carlisle PA Fairgrounds
Performance & Style to Feature Modern Muscle

CARLISLE, PA – Carlisle Performance & Style is more than a car show. Performance & Style is a celebration of both motorsports and a lifestyle. The second weekend in May, the 102 acre Carlisle PA Fairgrounds will once again be home to the hottest, loudest, fastest and most tricked-out cars, trucks and SUVs on the East Coast. Over 1,500 custom compacts, tuners, modern muscle cars, VIP sedans and SUVs, mini trucks and more will roll up on the Carlisle showfield.

A new aspect for the 2010 edition of Performance & Style is the introduction of the Modern Muscle/Performance Pavilion. The Modern Muscle/Performance Pavilion will feature an indoor invitational display and an exclusive showfield area for owners of new model American sports cars -- known as Modern Muscle -- as well as imports that are built with performance at the forefront of the custom design process. Many automotive enthusiasts, who started in the hobby by customizing sport compacts, have moved to the newest models of domestic muscle cars. Some of the most popular models that offer many after-market upgrades and accessories are the new models of the Ford Mustang, Dodge Challenger and Chevrolet Camaro.

With the growing popularity of rallying, drifting and road racing among the tuner/custom crowd, many enthusiasts continue to celebrate import vehicles but are opting to focus more of their attention on performance enhancements as opposed to cosmetic or electronic upgrades. The Performance Pavilion section of the Modern Muscle/Performance Pavilion display and showfield will celebrate and showcase these vehicles.

In addition to the new displays for 2010, Performance & Style will once again feature a grand-scale vending area and Manufacturers Midway - home to the top names in aftermarket, custom

and new parts dealers. Pile on live music, burnout and beauty competitions and special guests, and you will see that Carlisle is the place to let the world know that the movement is still alive!

For more information on Carlisle Performance & Style and Carlisle Events, visit www.CarlisleEvents.com or call (717) 243-7855.

Carlisle Events, host of 10 annual collector car, truck and motorcycle events, attracts more than half a million people to its 102 acre facility in Carlisle, Pennsylvania each year. Included in the annual events schedule are two huge automotive swap meets, two auctions –Spring and Fall – and individual specialty shows featuring Corvettes, Fords, GMs, Chryslers, trucks, motorcycles, tuner cars/modern customs, imports and kit-cars. Founded in 1974 by friends Bill Miller and Chip Miller, the “Cars at Carlisle” shows attract automotive enthusiasts from around the world.

Information about Carlisle Events and Carlisle Auctions is available to consumers via the Internet at:

www.CarlisleEvents.com
www.CarlisleAuctions.com

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Journalist note: For high-resolution photography and more information on Carlisle Events, visit www.CarlisleEvents.com. Information about Carlisle Events, event listings, auction offerings and the Carlisle Expo Center is available to journalists by phone:

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