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CALIFORNIA CROSSING: CARS AND COFFEE™ LAS VEGAS LAUNCHES JUNE 14TH
Orange County Tradition Cars and Coffee Unites Desert Car Buffs

Las Vegas, Nevada. April 28, 2008 – Beginning June 14th, the auto enthusiasts of Las Vegas have a new reason to stay up all night. As many Vegas residents and tourists finally crawl into their own bed, the local and visiting car culture will spend 7-10 a.m. Saturdays in the parking lot of 9500 S. Eastern Ave., just south of the 215, where they can enjoy the sounds of revving engines. Hundreds of them. Classics, Muscle, Exotics, Street. And they are all racing to get their slot at Cars and Coffee, a weekly grass roots-style auto show, akin to show and tell, dedicated to uniting the collectors while embracing those who simply have a passion for cars.

Having originated in Crystal Cove, California in 2005, Cars and Coffee began as a group of auto enthusiasts who simply wanted to share their cars with each other in an environment where they could be comfortable enough to ask questions, learn and experience the joys of the diverse offering of cars. As the meetings faced growing pains a new location was afforded in Irvine, California. As the event has grown, so has the commitment to keeping it low key in order to stay true to the aficionados. Attracting upwards of a combined 1,000 participants and spectators on any given weekend, Brent Ferguson and Josh Ruddick established carsandcoffee.info as they realized the need for an organized, centralized location where people could go and get information, post their awesome pictures, and become aligned with other car hobbyists. The original handful of members has grown exponentially into a kinship of loyal auto enthusiasts from as far away as Germany, France, and Japan, with over 70,000 monthly page views. Born as a communal meeting place, www.carsandcoffee.info has grown into an online social for car devotees worldwide.

Ferguson and Ruddick have transformed their passion into a reign as beacons for the car culture community ultimately creating an internationally recognized online brand. The press can't seem to get enough as car magazines from around the world have lavished attention on the event as has the Discovery Channel. Ruddick and Ferguson look forward to sharing member-based e-newsletters packed with special features including spotlights on up and coming Car Clubs, Car rallies, Car of the Month, and a lot more.

Las Vegas residents Salomon and Jackie Braun, owners of Teresa's Cleaning Service, were first introduced to Orange County's Cars and Coffee in Spring of 2008. The Vice President of his local Porsche Club, as well as member of both the BMW and Mercedes Clubs, was enjoying Southern California's car culture as he stumbled into what he

deemed an automotive Shangri La. Even though he has traveled to hundreds of car shows, he could not believe how many one-of-a-kind vehicles were on display, not to mention the vast number of people who got up every Saturday morning just to share the experience. Inspired, Braun was determined to bring that kind of enthusiasm to the town he loves so much, Las Vegas.

The June 14th launch will offer attendees the rare opportunity to check out an SSC Ultimate Aero TT up close and in person in a question-friendly environment. The world's fast production car is American-built by Shelby Super Cars and has been clocked at 256 mph. Participants and spectators are more than welcome to bring their own cup of joe however with Le Golosita and Einstein Bros. Bagels right on site, one can avoid accidentally spilling in the car along the way. The June 14th launch will grant locals and visitors the Saturday morning sights, sounds and smells of life in the fast lane without even getting a ticket. Velocity Magazine is a proud media sponsor of Cars and Coffee.