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CMi's Escalade Conversions Rev Up Excitement for Apple iPod

(COLUMBUS, OH) – What do you get when you take three LCD screens showing music videos, a DJ roof rack, interactive kiosks and more than 5,200 watts of stereo surround sound and put it all in three Cadillac Escalades? The answer is three flashy vehicles that Hewlett-Packard and Apple iPod are hoping will help

handle and sample digital entertainment products, listen to music played by the rooftop DJ and click and print photos of themselves at a digital photography platform. A neon green and black graphic paint scheme carried out themes from a corporate ad campaign. To help the units stand out even more, they're outfit-



build awareness for their new digital entertainment products.

Creative Mobile Interiors masterminded the transformation of the vehicles, which all started out as standard Cadillac Escalade ESV luxury SUVs. They became attention-grabbing mobile marketing units that offer users a sensory immersive brand experience. The vehicles were designed to allow users to

ted with custom-built 24-inch spinner rims, ultra low profile tires and removable winged awning canopies.

“This job was really about creating a mobile marketing exhibit, but because the customer’s target demographic was young, urban and hip-hop, we went in a direction that would hold the most interest and appeal for them,” said Owen Connaughton, President of Creative Mobile Interiors.

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The units are fitted with outside stations for laptop computers and product demonstration so that guests can learn how to load songs and other media onto the iPod. Everything folds and stores back into the vehicle between stops. A custom ground effects package including fiberglass bumpers and hood scoop give the units a racy design to attract the younger generation.

The units were unveiled at the recent MTV Video Music Awards in Miami, Florida. They will be used at more than 500 "You Rock HP" tour events throughout North America at retail loca-

tions, high schools and college campuses.

CMI was founded in 1999 and is headquartered in four plants totaling 21,000 square feet in Grove City, Ohio. The company specializes in converting motor coaches, vans, trailers and mini-coaches into luxury, commercial and specialty vehicles outfitted with custom top-of-the-line amenities and electronics. Since its founding, the company has doubled or nearly double in size every year. For more information, CMI can be reached at (614) 539-4600, or at www.creativemobileinteriors.com

