

**PRESS RELEASE**

**LaFrance Autoworks announces its first product in a line of new products called "Magic Touch".**

**Magic Touch, touch sensitive door handles will be introduced at SEMA 2005**

Plano, Texas, October 13, 2005 – LaFrance Ventures, LLC, a leading supplier of products that integrates advanced technology with style for the automotive industry has announced, and will be introducing and demonstrating, the first product in its Magic Touch line, a touch sensitive automotive door handle. Magic Touch, touch sensitive automotive door handles allow a car owner to replace the OEM door handle with one that smooth with the surface of the door giving the car the clean look of shaved door handles without having to perform any bodywork or repaint the doors. And with just the Magic Touch, the handle detects the presence of their hand without any pressure or moving parts and pops open the door.

"We are excited to introduce Magic Touch for the first time at SEMA. Its been very well received by those that have had an opportunity to preview the product" says Jay LaFrance, President of LaFrance Autoworks. "We expect a very good reception of this first of many products in the Magic Touch product line."

This new product will also be featured on Overhulin with Chip Foose November 1<sup>st</sup>, the first day of SEMA 2005. "Magic Touch is the first new innovative product that I've seen for a while," says Chip Foose of Foose Design. "This product allows anyone to get rid of the unsightly factory door handles, and get the clean shaved handle look without having to do any bodywork."

Magic Touch will be featured on several cars at SEMA including, the Overhulin '05 Dodge Magnum "Hot Flames" in the Magic Touch Booth 52105 in the Silver Lot Building 2; as well as West Coast Customs Chrysler 300 2-door coupe, in the West Coast Customs booth. And a Mitsubishi Eclipse built by Street Concepts for Pepsi Cola.

About LaFrance Autoworks

LaFrance Autoworks focuses on design, development and manufacturing of advanced technology products for the automotive industry with a focus on style and aesthetically pleasing integration of advanced technology into the car.

Magic Touch and other LaFrance Autoworks products are available from select resellers, installers, dealers and distributors. For more information please visit [www.lafranceautoworks.com](http://www.lafranceautoworks.com).