

Alfred DiMora inducted into Gates Chili High School Hall of Fame

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Manufacturer of luxury automobiles and custom motorcycles honored for his life achievements

Palm Springs, California - October 21, 2009 - Alfred DiMora has been inducted into the Hall of Fame of Gates Chili High School in Rochester, New York. He was chosen for the award in recognition of his humanitarian efforts and the major contributions he has made to the American computer and automobile industries.

A reception was followed by a formal induction ceremony held at the school's Homecoming football game, complete with a parade entrance. DiMora then spent the next few days sharing his inspirational story with both elementary and high school students.

School district executive John Brondon created the idea of adding the induction ceremony as a way to inspire the current student body to achieve their dreams in life. DiMora credits Gates Chili for guiding him down the road to success. "The teachers always supported me in whatever I wanted to do," according to DiMora. "They were always very encouraging. I attribute much of my success later in life to that encouragement. I knew back then that I was going to build and manufacture my own cars. My own family thought I was crazy," he recalls, "up until the time they came to work for me!" he adds with a good-natured smile.

While attending Gates Chili High School, DiMora was already tricking out his many cars, as well as those of his friends. Soon after graduation in 1975, he left for Santa Barbara, California, where within a short number of years he rose to become the owner of Clenet Coachworks, Inc., the manufacturer of the most expensive luxury automobile in the world. The company sold cars to such celebrities, dignitaries, and car enthusiasts as Sylvester Stallone, Julio Iglesias, Rod Stewart, Wayne Newton, Farrah Fawcett, and Aaron Spelling. Fortune Magazine called the Clenet the "American Rolls Royce", and it was used in such movies and television shows as "Dynasty", "Dallas", and "Dragnet".

DiMora also designed and manufactured another hand-built automobile, the Sceptre, which won the "Best Car" award at the 1978 Los Angeles Auto Show. Now, as a leading U.S. luxury car designer and manufacturer of automobiles and custom motorcycles, he is building the most technologically advanced luxury car in the world, the Natalia SLS 2, introducing the 1200

HP Volcano V16 engine, with a price tag starting at \$2 million. (See www.dimoramotorcar.com.)

In addition to the Gates Chili honor, DiMora has been chosen to receive a star on the Palm Springs Walk of Stars. In a presentation at 11:30 am on November 15, 2009, his star will be embedded in the sidewalk directly in front of the Palm Canyon Theatre on Palm Canyon Drive. Many celebrity friends will be speaking on DiMora's behalf, including Academy Award-winning actor Ernest Borgnine, Larry Wilcox of "CHiPs", legendary car customizer George Barris, and singer/comedian Steve Rossi of "Allen & Rossi". Actor Bo Hopkins will arrive in his maroon '50 Merc, like the one he drove in "American Graffiti", the movie that inspired DiMora to pursue a career in automotive design and manufacturing. Car and motorcycle enthusiasts are encouraged to drive their own pride and joy to the event, which is free and open to the public.

About DiMora Motorcar

Based in Palm Springs, California, DiMora Motorcar crafts automobiles designed to exceed expectations in every aspect of automotive engineering. It is the first auto company to reveal the design, production, and testing of its automobiles via the Internet so that people around the world can learn about and participate in the process.

Alfred J. DiMora, founder and CEO, has produced two of America's finest luxury automobiles, the Clenet, as owner, and the Sceptre, as cofounder. When President Reagan declared 1986 the Centennial Year of the Gasoline-Powered Automobile, the Clenet was selected as the Official Centennial Car, resulting in honors for DiMora and the Clenet at the Automotive Hall of Fame in Michigan.

For more information, including how your company can become a Technology Partner, please visit www.dimoramotorcar.com.

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