

## **Solar Velocity Delivers a Facelift to Lotuscars.com and designs a stunning Microsite for the launch of the new EVORA**

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Category: [Advertising, Media Consulting, Marketing Research](#)

Press release from: [Solar Velocity, LLC](#)

Atlanta, GA, December 18, 2008 – Solar Velocity, LLC ([solarvelocity.com](http://solarvelocity.com)), a leading online brand marketing and technology development company based in Atlanta, GA, today announced that it has provided the new corporate web branding and creative services behind the recently launched Lotus Cars websites and EVORA microsite.

Lotus Cars ([lotuscars.com](http://lotuscars.com)) is established as a specialist in the global automotive industry, both as a successful manufacturer of sports cars and as a leading engineering consultancy for vehicle manufacturers and suppliers.

Lotus is world-renowned for product creation skills as the result of a very distinctive combination of intellectual capital, craft skills, and facilities. The cultures of innovation and passion, which characterize the brand Lotus, are encouraged and supported by the operational style of the organization.

“Solar Velocity is excited to have played a key role in the launch of Lotus Cars and the Evora microsite,” said Jason Swenk, CEO of Solar Velocity. “The fresh LotusCars.com idea required a bold and contemporary approach, from a creative and branding standpoint, to set it apart from other automotive sites.”

About Solar Velocity - Solar Velocity ([www.solarvelocity.com](http://www.solarvelocity.com)) is one of the fastest-growing interactive marketing and technology services firms in the Southeast. Founded in Atlanta, GA, Solar Velocity is an award-winning, full-service marketing company that blends traditional marketing with new and interactive marketing, such as web design, Internet applications, and web 2.0 online advertising. Solar Velocity’s innovative services produce measurable marketing campaigns and interactive software for medium and large businesses. Solar Velocity has been pioneering marketing and technology solutions for hundreds of companies since 1999. Clients include Cingular Wireless, AFLAC, Beazer Homes, BellSouth, BP and 99X.com.

For more information on Solar Velocity, contact Jason Swenk at 404.978.2241 or [jswenk@solarvelocity.com](mailto:jswenk@solarvelocity.com).

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[You can find this press release here](#)