

News Media Release

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United States Imagineering, Inc. • West Bend, Wisconsin USA
Gunter Woog, CEO • 262-338-2122 • Cell 262-322-3000 • gunter@v8cooler.com



INTRODUCING *the* **FIRST-EVER** **V-8 PISTON POWER PACK BEVERAGE COOLER**

The legendary and powerful V-8 engine has been ingeniously “reborn” as a beverage cooler...a beautifully sculptured and decorated work of art that’s not only functional – *it even talks!* After 100 years and 10 Billion Earth inhabitants, there’s yet another new life for the iconic V-8 Engine

HALF ART - HALF BEAST . . . FORM SEDUCES FUNCTION — *LiVe OUTSiDE THE BOX!*

It's All About ATTENTION!

The most valuable commodity on Earth today is no longer time or even money. In this mega fast paced, virtual World, it's now all about ATTENTION.... and we only have only nano seconds to achieve it. There are few differentials between consumer products today, they are all but commodities. The appeal is in the presentation, the packaging, the more ATTENTION demanding the better!

Nothing on Earth demands more instant, visual attention, than the new V-8 Piston Power Pack Beverage Cooler! It stops customers dead in their tracks; it's intriguing, pleasing and motivating. American Ingenuity at its best, it steals your heart, the show and the sale, the ultimate sales closer.

The new **V-8 Piston Power Pack™ Cooler** keeps your beverages cold and your lifestyle and your product’s image red hot. American imagineered and manufactured, it is a high-tech, efficient and durable cooler. It keeps your beverages ice cold for up to 24 hours, even in sweltering heat. *There’s nothing quite like it on the planet.*

Don’t let ordinary coolers idle down your next tailgate gathering. **Rev up the party atmosphere with the V-8 Piston Power Pack™ Beverage Cooler.** Want to keep your next party humming like a well-oiled machine? Keep your drinks and snacks cold and your friends amazed with your own V-8 Cooler!

The V-8 Cooler is made of a new, heavy-duty, highly efficient, graphite-composite silver foam that’s dense and durable. It’s built to last for years of entertaining and attention-getting fun. Even the unique, high-quality, loud & clear sound module, is equipped with replaceable batteries and is easily accessible. Convenient carrying grips are molded into each end of the cooler, allowing for easy transport of the 12-12 oz. beverage cans, bottles or any other items of your choosing.

The V-8 Cooler features unique, clear, hinged, “engine valve covers” for instant visual and lift-up access to 8 of your favorite beverage choices. Each of the eight “cylinder holes” holds an individual beverage choice. There’s room for 4 or more inside, along with 5 pounds of ice and other supplies.

The V-8 Cooler also makes an awesome table and event centerpiece! Utilize V-8 Coolers to dispense and display chilled & covered, yet visible, snacks, condiments, relishes, etc.. Great for a Bloody Mary Bar! Clean and safe, it keeps the bugs, dirt and germs out, and the flavor and ice-cold temperatures in.

The **V-8 Piston Power Pack™ Beverage Coolers are a lifestyle investment and a statement.** If you wish, you can individualize and stylize them. Create your own decorations, add your own imprint or photo, develop your own uses. You’re limited only by your own imagination. They make a great and unique gift!

AMERICAN INGENUITY — *LiViNG OUTSiDE THE BOX!*



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825 Schoenhaar Dr, P.O. Box 835, West Bend, WI 53095-0835 USA • 1-262-334-3000 • Fax: 1-262-334-6222 • E-Mail: info@pistonpowerpack.com