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12.19.05

Skunk2

2050 5th street  
Norco, CA 92860

RE: C16 Autostyle People's Choice Awards

Dear Skunk2

In October of this year C16 Autostyle Magazine put the call out to its readers via its online subscriber list and website for them to vote on the brands that drive their automotive lifestyle.

We broke it down to approximately thirty categories covering the cars they own and want to own, the performance and lifestyle products and brands they use or aspire to, the online sites they visit to quench their thirst for information, the shows and races they attend and the media they use to entertain themselves with.

We had an overwhelming response with thousands of people taking their time to vote and make their voices heard.

And we have good news. Skunk2 was one of the runner-ups in the Favorite Manufacturer USDM category.

In consideration of this please accept the enclosed certificate. We hope you'll display it proudly. We will be giving a full rundown of the C16 Autostyle People's Choice Awards in the upcoming December/January issue of C16 Autostyle Magazine that should be on stands any day now—and in the mail to you following this.


And for those of you who are the winners of your category, a specially designed C16 Autostyle People's Choice award will be winging its way to you shortly—it's currently being custom fabricated at C16 Autostyle Magazine's top secret design studio.

We thank you for your participation and look forward to working with one way or another in the New Year. Please feel free to contact us at any time for any reason.

Regards,

  
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THE 2005



# PEOPLE'S CHOICE AWARDS



*Runner Up*

## SKUNK2

*For* FAVORITE PERFORMANCE MANUFACTURER USDM



THE 2005

# PEOPLE'S CHOICE AWARDS

*And The Winner Is...*

WORDS: C16ASM STAFF

**YOU CAME, YOU VOTED, YOU CHOSE.**

We had an overwhelming response to the first Annual C16 Autostyle Magazine's People's Choice Awards. Word was spread to our magazine subscribers, C16Autostyle.com's visitors and email subscriber (big!) list, and the automotive industry professionals we talk to every day. And of course the nominees then spread the word to their fans and people. The result, a huge response, thousands and thousands of votes through our online poll and what we think is a pretty accurate tally of who the people think are generally the cool kids in the automotive market place. Yes, we had some moaners out there, but ultimately we decided that "Best Clear Tail Lens" and "Favorite Burmese Intercooler Manufacturer" were probably best left out this time. We're not perfect and we were called out on a couple of obvious omissions in the nominees but we did our best to get the right players in the mix. All in all though, in our mind, there were no major surprises. It seems the top brands are the top brands and in our minds at least—since we do like to think we have our collective fingers on the pulse of the street—the winners are the rightful winners. So, drum roll please, the winners are:



## CBS PEOPLE'S CHOICE AWARDS

### Online

When you aren't driving, showing or working on your cars, we know you are reading up on them, ordering parts for them, or generally talking smack about them online. We broke our online candidates into four groups:

#### Lifestyle Website

**WINNER: JTUNED.COM**

For the runners-up this was a tight race, but two relative newcomers to the online tuner community ended up battling it out for the top spot. In the end Jtuned.com took the honors. Jtuned.com, as the name suggests, features America's A-list modified Japanese cars. The clean site design, superb photographic content and in-depth editorial on wicked cars gave Jtuned.com the win. Drifting.com was a close second as a result of the popularity of the sport and scene it covers.

**RUNNER-UP: DRIFTING.COM**

**HONORABLE MENTIONS: GARANDMODEL.COM, IMPORTCULTURE.COM**

#### Favorite Retail Website

**WINNER: ILOVERACING.COM**

Our readers seem to take the fashion side of their automotive obsession just as seriously as their quest for the ultimate parts. Surprise winner, for us at least, was iloveracing.com, purveyors of super cool drift and tuner scene-inspired fashion, hard-to-find video and magazines and JDM diecasts. A close second came from passwordjdm.com, which carries the best in, you guessed it, JDM parts and accessories.

**RUNNER-UP: PASSWORDJDM.COM**

**HONORABLE MENTIONS: OVERBOOST.COM, VIVIDRACING.COM**

#### Enthusiast Website

**WINNER: HONDA-TECH.COM**

This is where we break down the forum sites featuring the makes and models of cars our readers are "enthusiastic" about. It's probably where most gearheads can be found talking smack, dishing out unwanted advice and bragging about their latest "kill." I know at least one of my browser windows is constantly open to a forum of choice. This one wasn't a huge surprise to us either given the automotive demographic spread in the modified market. Honda-tech.com took the win convincingly. With around 100,000 users, it is a huge community. In fact the two Honda boards nominated took a full 25% of the votes. Runner-up was the board of choice for the new tuner car kid on the block and drift weapon to the stars, 240sxforums.com. The VW and BMW boards featured heavily in the voting.

**RUNNER-UP: 240SXFORUMS.COM**

**HONORABLE MENTIONS: NASIOC.COM, SCIONLIFE.COM**

#### Racing Website

**WINNER: SPEEDTV.COM**

Our readers are into their racing that's obvious. Website to the TV channel for the true automotive enthusiast, SpeedTV.com took this one. A partial surprise on this one though, was the fact that FormulaD.com was a close runner-up despite being a new race series and given the heritage of the competition. Obviously with our readers and community the popularity of drifting is absolutely exploding. wrc.com and formula1.com were literally in a dead heat right behind it. Congrats to Formula D on this one, you are running with the big dogs!

**RUNNER-UP: FORMULAD.COM**

**HONORABLE MENTIONS: FORMULA1.COM, WRC.COM**

### Performance and Aftermarket

We know this is the area our readers are most passionate about. This is the stuff they scour the internet to buy or research. These are the parts that they save every penny for—to distinguish their cars and put their personal stamp on their ride. This is what tuning is all about.

#### Favorite Performance Manufacturer U.S.D.A.

**WINNER: AEM/DC SPORTS**

We broke the performance manufacturers into their own countries of origin, not into the respective cars that they specialize in their own markets. US performance manufacturers covered companies that were movers and shakers in the V8 market and those that have built a big rep working well on imported metal. This was a close one with five of the nominees within a few percentage points of each other, and also with the guys whose heritage has been traditionally with Detroit iron clearly in the running. But it was AEM/DC Sports who took the win. Their heritage as a legitimate and credible powerhouse (plus Steff Papadakis's winning ways we are sure) in the aftermarket won through. Skunk2 were a close second.

**RUNNER-UP: SKUNK2**

**HONORABLE MENTIONS: TURBONETICS, K&N**

