



ETERNITI MOTORS  
LONDON

## MEDIA RELEASE

London, 9 Sep 2011

### NEW BRITISH CAR COMPANY INTRODUCES THE WORLD'S FIRST SUPER-SUV

#### Frankfurt International Motor Show (IAA), 13 September

Eterniti Motors, Stand A80, Hall 6.1

New British car company Eterniti Motors is today releasing full images of the prototype of its first model, which will be shown at next week's Frankfurt International Motor Show (IAA).

The Hemera, the world's first Super-SUV, will bring new levels of luxury and performance to the SUV segment when production starts in 2012. Hand-built in London, it will feature a limousine-like rear cabin, including twin electric reclining seats, iPads and a drinks chiller, giving customers the option of being chauffeured as well as driving.

However, its relatively compact dimensions, 4x4 ruggedness and dynamic performance mean that it is more practical than a limousine and offers considerable driver appeal, with over 620bhp on tap and a top speed in excess of 180mph.

The Eterniti stand at the IAA will be in Hall 6.1. There will be a press call at 14.15 on 13 September, when media can find out more, see the Hemera and meet engineering boss and multiple Le Mans winner Alastair Macqueen, together with brand ambassador and Formula Grand Prix winning driver Johnny Herbert.

Ends...

#### CONTACT

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#### NOTE TO EDITORS:

Accompanying images show  
prototype Eterniti Hemera – the  
world's first Super-SUV

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