

# PRESS RELEASE

MONDAY, MAY 13, 2013

FOR IMMEDIATE RELEASE

## THE FUTURE OF THE SYRENA AUTOMOTIVE BRAND

Fabryka Samochodow Osobowych S.A. and Polish-Canadian industrial designer Arkadiusz Kaminski, founder and CEO of AK Motor International Corporation, have ratified an agreement governing the future of the Syrena brand. Under the agreement, FSO retains historic rights as the manufacturer of Syrena cars in the past under the original FSO Syrena brand, while AK Motor has acquired official and exclusive rights to develop, produce, and market AK Syrena cars.

The AK Syrena automotive design from AK Motor draws some inspiration from the original FSO Syrena. This will serve to highlight FSO's past design accomplishments to its potential clients. FSO has affirmed that it will not use the Syrena brand in the future in connection with the production of its own new vehicles. The AK Syrena project allows for the brand to be rebuilt under the guidance of AK Motor without impacting FSO's core business of manufacturing vehicles for other clients. The doors remain open for a co-operative effort between FSO and AK Motor, whereby AK Motor may well be FSO's manufacturing client.

According to Arkadiusz Kaminski, "The plan is to produce the AK Syrena in Poland, on an existing platform at least initially, and if possible in a future scenario, in conjunction with FSO. This Polish car, will also serve as a platform to foster green technological innovation. Poland and the surrounding region would stand to benefit greatly from the AK Syrena program in many ways. It may not be readily apparent to the casual observer, but the talented designers at FSO had in fact left an automotive legacy for future generations that is a clean, rational, elegantly simple, and timeless design with perennial appeal. "

Sadly, the technological and economical limitations behind the iron curtain prevented the FSO Syrena from realizing its full potential internationally. However, since nearly every culture worldwide has some sort of legend of a lovely mermaid, a new interpretation of classic Polish styling inspired by the Syrena mermaid legend, and combined with the latest in automotive technology will ensure that the AK Syrena is well received in both domestic and international markets.

AK Motor will be releasing additional details about the AK Syrena Konzept 1 "Meluzyna" in the coming months as well as particulars about their business development strategy.



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