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FOR IMMEDIATE RELEASE

ENKEI and Pop artist Romero Britto Join Forces

Long Beach, CA. (**May, 2001**) – In a very unusual partnership, wheel manufacturer ENKEI has joined forces with Brazilian Pop artist Romero Britto to create a unique piece of art to be used for a very good cause. ENKEI provided Romero Britto with an ENKEI racing wheel that was used by the West McLaren Mercedes team in the campaign to win the 1998 drivers and constructors Formula One World championship. Using this historic racing piece, Romero Britto designed and painted an original hard-edged composition on the wheel.

This original project evolved from the participation of ENKEI in an annual auction charity event organized by its F1 racing co-partner Mercedes Benz to support sexually abused children. This event takes place every year in November at the Mercedes Benz Museum in Stuttgart, Germany, during the Stars and Cars gala ceremony where Mercedes Benz celebrates the end of the Motorsports season. “It all really came to us from our continuous desire to exceed the boundaries of our imagination,” said Jose Matiauda, Commercial and Motorsports manager at ENKEI, who oversees this project. “The obvious choice would have been to either send a cash contribution to Mercedes Benz or even to provide the F1 racing wheel which, by itself, is a collectors’ item. However, in good ENKEI fashion, we started looking at the opportunity to send a gift that would stretch our imagination and at the same time send a message of what our company philosophy is all about. ENKEI stands as a symbol of the continuous evolution of the imagination and originality of its employees worldwide, applied to find innovative solutions to our daily global business challenges. The recommendation to work with Romero Britto came from our good friend and business partner Emerson Fittipaldi, and the rest, as it is said, is history. The result of this joint project with Romero is fantastic. The future owner of this unique piece of art in return for his/her financial generosity will enjoy the beauty of Romero’s art on a true piece of racing history.”

Romero Britto, a native of Recife, Brazil, has gained popularity in the world of Pop Art through his unmistakably modern, bold and colorful designs combined with the intricate compositional qualities of Cubism. Britto maintains that “Art is too important not to share” and often dedicates his time and talent to worthwhile organizations and charities, such as the Andre Agassi foundation, Ormand Street Children’s Hospital in London, the American Red Cross and others. His paintings grace the collections of heads of state, European nobility, and superstars of the athletic, entertainment, and business worlds. Some of Britto’s more recent projects include, “The Gift of Life” displayed on buses in major cities in the United States, United Kingdom, Ireland and Netherlands, “Latin Grammy’s” a commissioned piece for the first annual Latin Grammy Awards, and “Rock and Roll Hall of Fame” art created by Britto for the Rock and Roll Hall of Fame program. “Since everything in life moves towards one final end, we should fill our life with color and hope.” Such is the ideal of one truly dedicated individual, Romero Britto, an artist true to himself.

For more than four decades, ENKEI has focused on creating breakthrough technologies that have advanced the art of wheel design and casting for both street and performance racing applications. ENKEI continues to lead the way in the manufacturing and design of the world’s finest aluminum wheels.