

EDITOR'S NOTE: A copy of the book on CD is available to qualified media upon request.

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SIRENS OF CHROME PROVIDES INSIGHTS ON THE AUTO SHOW EVOLUTION

First of its kind auto show book traces the legacy of the talent

BINGHAM FARMS, Mich., November 21, 2008 — Margery Krevsky, who began working out of her kitchen to becoming the international authority on auto shows, is the author of a just released book, *Sirens of Chrome: The Enduring Allure of Auto Show Models*. Through archival photos and engaging text, this first-of-its-kind book, published by Momentum Books LLC, highlights the history of models in car shows and automobile advertising. *Sirens of Chrome* is available through select Barnes & Noble, and Borders bookstores, as well as online at Amazon.com and MomentumBooks.com beginning Dec. 1.

Krevsky respects and acknowledges the origins of models as an auto show attraction. In *Sirens of Chrome*, she documents how the models, at her insistence, morphed from “plaster to poster to person” – product specialists of both sexes who could entice customers with facts and vehicle comparisons, not just their looks.

“The models really had to become the ambassadors of their brand,” said Krevsky. “The talent at auto shows throughout the past century have actually gone through as much of an evolution as the cars themselves.”

Krevsky, owner and CEO of Productions Plus Talent Management Agency, with offices in Detroit, Chicago and Los Angeles, is responsible for changing the way talent presented themselves at auto shows throughout the world. Her knowledge of the fashion and talent industries, along with behind-the-scenes insights and personal anecdotes, make *Sirens of Chrome* a must-have for car-buffs, fashionistas and book collectors alike. Readers will appreciate and take notice of the page after page of rare photographs, programs and posters culled from private collections, corporate files and auto enthusiast portfolios. Each captures decades of hot vehicles and torrid models.

Productions Plus includes a wardrobe department with an in-house fashion design staff that creates original fashion designs and looks for its clients' marketing events, auto shows, trade shows – anything from high-end leather pieces to individual, out of the ordinary costumes, as well as jewelry and makeup. Krevsky often tours a collection of vintage auto show clothes during speaking engagements and other personal appearance events. The collection includes a mix of original and reconstructed pieces.

An exhibition featuring the “Sirens of Chrome” will be on display **Dec. 11, 2008 through April 30, 2009**, at the **Detroit Public Library’s Rose and Robert Skillman Branch in Detroit**. The exhibit, hosted by the Detroit Public Library Friends Foundation and the Friends of the National Automotive History Collection, will include dozens of photographs of human hood ornaments and fast cars throughout the years. From turn-of-the-century goddesses and the 1950s sex symbols to the sleek sophistication of today’s highly trained product specialists, the *Sirens of Chrome* exhibit will bring attendees back in time and drive them forward.

About Productions Plus

Productions Plus was co-founded in 1981 by CEO and President Margery Krevsky, and is a nationwide talent agency for auto shows, trade shows, conventions, automotive marketing, ride and drives, dealership meetings, promotions and product demonstrations. Its database of over 10,000 identifies the right people and skills of highly trained actors, product specialists, narrators, models, costume characters, hostesses, crowd gatherers, greeters, celebrity impersonators, auditions. Productions Plus, an international company, is based in Bingham Farms, Mich., with offices in suburban Chicago and Los Angeles. Visit www.productions-plus.com for more information.

About Momentum Books LLC

Troy-based Momentum Books, the book publishing division of Hour Media LLC, is the publisher of Sirens of Chrome and other regional non-fiction titles. For more information, visit www.momentumbooks.com.

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