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Contact: Charlotte Mielke/bonspeedMedia 714/666-1999

E-Mail: bfanshaw@bonspeedMedia.com

bonspeed Introduces Titanium Rings- "Knucklenuts"

bonspeed known for innovation in automotive design release dynamic titanium jewelry

Anaheim, California – January 8, 2007 – *bonspeed* is known for innovative design that is inspired by all things mechanical. The *bonspeed* design studio which has created award-winning, automotive-design concepts, a watch line that won international acclaim, aluminum wheels and apparel introduces a complete selection of titanium machined rings.

The rings available in a variety of styles for both men and women are machined in Southern, California and can be personalized with finish and colors. Knucklenuts was founded by a California machinist who saw the need for a ring that evoked the raw mechanical feel so many automotive and motorcycle enthusiasts desire! *bonspeed* President, Brad Fanshaw saw these rings and new immediately that they had the same design sense as other *bonspeed* products.

"Teaming with Knucklenuts to introduce these rings to automotive and motorcycle enthusiasts is a natural. This Titanium jewelry has style, is superior quality and reaches the same desires of our customers!", said Fanshaw, *bonspeed* President. Made in the U.S.A. and especially Southern, California is seldom seen in today's market however, this is part of *bonspeed's* quality standard.

bonspeed currently offers Knucklenut Titanium rings in over seven style for both men and women. The rings come in all popular sizes and two finishes; polished or satin. Rings can also be ordered with a selection of color inlays. Knucklenuts also are uniquely packaged in a metal box that resembles a piston emblazoned with the familiar *bonspeed* logo. Inside the piston, in addition to the ring, every customer will find a machined billet aluminum toy spinner top.

bonspeed is a division of Bonneville Worldwide, Inc., the umbrella for a group of diverse companies. Bonneville Worldwide, Inc. designs, manufactures, distributes and licenses products including; Bonneville Swiss Watches, *bonspeed* Sport Watches, *bonspeed* Apparel, *bonspeed* Forged Alloy Wheels and maintains two service entities, a direct mail division and *bonspeedMedia*. For additional press information about "*bonspeed Knucklenuts*", other divisions or clients, call (714) 666-1999, or visit www.bonspeed.com.

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