

# PRESS RELEASE

March 10, 2010



***Engine sound ringtones  
For your mobile phone!***

*Saab Sport, 3-cyl 2-stroke rally car*

**www.motor-tones.com** is a new web-based service that offers **engine sound ringtones** for **mobile phones**. The ringtones include sounds from **race cars** and **production cars**, as well as **motorcycles** and other vehicles. All are recorded and edited by **professional sound engineers**. The service is launched in March 2010.

## **Large selection of car and motorcycle ringtones**

At launch, motor-tones.com offers ringtones and text message alert sounds from over 30 different vehicles. A multitude of sounds, including in-car acceleration, downshifting, high-speed passes and burnouts can be found on the site. The featured vehicles include standard and modified performance cars, race cars and motorcycles, as well as aeroplanes and military vehicles. Examples of the cars included are modern exotics, like the Lamborghini Gallardo and the sweet-sounding Maserati Granturismo S, historic racing vehicles like Ferrari 275 GTB and Bugatti T51, as well as modern racers such as Ferrari 430 Challenge, Corvette C6R and Porsche GT3 RSR. In addition, we offer ringtones from popular performance cars such as Porsche 911, BMW M3, Mini Cooper S JCW and Subaru Impreza. On the motorcycle side, we will offer everything from the classic Harley and Ducati burbles to modern inline-4 superbikes revving beyond 12,000 rpm! In addition, we will eventually offer sounds from old and new Moto GP race bikes.



*Ferrari 430 Challenge Race Car*

Motor-tones.com has the simple aim to offer sounds from all vehicles that motor enthusiasts drive or dream about driving. New sounds will be regularly added to the site.

### **Professional sound quality**

The motor-tones.com team has substantial experience from producing motor sound material for films and video games, and uses the same professional recording equipment for recording ringtones. As a result of this, all our ringtones are clear and can be immediately recognized as coming from a particular vehicle type. And most important, they are packed with race-like action during the typical 25-second ringtone duration. Our professional sound background provides us with the ability to make a ringtone that sounds very close to what a driver experiences when sitting behind the wheel.

### **Easy to download**

The ringtones will be downloadable at the motor-tones.com website. To buy a tone, simply select the sound you want on our website and follow the instructions on the screen.

### **The people behind motor-tones.com**

**Anders Adolfsson, project coordinator.** Anders, a combined motor journalist and business development consultant, has extensive experience in the motor and media industries. He is also somewhat of an engine sound nerd, constantly trying to tune the burbling exhaust note from his Porsche 964 RS replica.

**Bernard Löhr, sound engineer.** Bernard is a legend in the sound engineering industry and has worked with artists like ABBA, Westlife and Celine Dion. He has also worked on movie soundtracks, including the recent box office success Mamma Mia. When he is not in the studio, Bernard prepares his 1972 Porsche 911 S/T for historic racing.

**Max Lachmann, sound designer.** Max started working in the legendary Polar Studios and has since then been working with sound design and audio implementation for video games. He has recorded the sounds of countless vehicles on the ground, at sea and in the sky.

**Mats Lundgren, sound designer.** Mats has composed the music for numerous car video games. He also works as a music producer as well as an artist. Nature has blessed Mats with absolute pitch, which makes him twitch in agony whenever recording sirens, horns and engines in need of repair!

**Conny Chow, IT.** Conny has 15 years experience of developing web projects. He is also a muscle car enthusiast and dreams of buying back the Plymouth 'Cuda 440 Magnum he regrettably sold a couple of years ago.

**For more info, please contact:**

**Anders Adolfsson**

+46 70 947 8843

[anders@motor-tones.com](mailto:anders@motor-tones.com)

or

**Max Lachmann**

+46 70 794 04 76

[max@motor-tones.com](mailto:max@motor-tones.com)

[www.motor-tones.com](http://www.motor-tones.com)

**www.motor-tones.com**