



Press release

SPYKER INTRODUCES SPYKER COLLECTION WEBSHOP

Zeewolde, the Netherlands, 5 August 2008 – Spyker Cars N.V., manufacturer of exclusive premium sports cars, is proud to introduce the new website www.spykercollection.com. The website is completely dedicated to the Official Merchandising of Spyker.

The Spyker Collection Webshop presents a selection of apparel, art and collector's items. All products are designed under the authority of Spyker and reflect the atmosphere of the Spyker World.

Four Categories

The Spyker Collection Webshop is divided in four categories: Apparel, Accessories, Printed Material and Collector's Items. The Apparel line consists of shirts, vests, polo's and a jacket featuring Spyker Squadron and is completed by a number of Spyker caps. Spyker lanyards can be found in the category Accessories. Posters and canvas are shown in the category Printed Material and a range of exclusive watches can be found under Collector's Items. As exclusivity is one of the core brand values of Spyker, the availability of the products in the Spyker Collection is limited. In order to complete the Spyker Collection, new items will be added by the beginning of next year.

My Spyker

Products can be bought by registering at the Spyker Collection Webshop. Once registered, the visitor can easily check his profile and order history. Registering at the Spyker Collection Webshop also gives the Spyker enthusiast the opportunity to receive the Spyker e-newsletter.

Cooperation

The Spyker Collection Webshop has been created in close cooperation with the companies Daneco, We-do-it and eFocus. Daneco concentrates on the development of relation marketing and merchandising for global operating companies. Daneco has the responsibility for all operational activities behind the Spyker Collection Webshop. We-do-it is responsible for the creation of the software and the functionality of the shop behind the website. eFocus, designer of the Spyker corporate website, accounts for the visual design of www.spykercollection.com.

Note for the press, not for publication

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