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**PACIFICO BEER TO DEBUT FLEET OF VINTAGE VW BUSES  
1960s Volkswagen “Surf Buses” to Serve as Official Vehicles**

**CHICAGO** – Pacifico Beer will soon be debuting a fleet of vintage, hand-painted 1960s Volkswagen buses to serve as the beer brand’s official vehicles. Pacifico, which was first discovered by west coast surfers on trips to Baja California, Mexico, has continued to gain popularity since being introduced in the U.S. in 1985 and now ranks as the No. 6 imported premium priced beer in the country. These classic VW buses will be used at retail locations, bars and restaurants to increase Pacifico’s presence in local markets.

Given Pacifico’s history with surf culture, the beer wants to remain close to its roots with vehicles that embody the brand’s identity. The natural selection is the VW bus, and after searching near and far, Pacifico has located 19 VW buses to serve as their “Surf Buses,” mainly consisting of Type II Split Window Buses released from 1958 thru 1967 and two 1971 Bay Window Buses.

These buses, which were commonly used by surfers in California in the 1960s to travel down the California coast and into Mexico to surf, were located after extensive searches on eBay, Craigslist.org and TheSamba.com, a classifieds web site dedicated to Volkswagens. The condition of each vehicle varied, with some requiring rebuilt engines, brake lines and electrical upgrades, all of which are being restored by a mechanic that specializes in VW repair. To maintain the buses’ classic appeal, other than motor repair, the only enhancement made to the vehicles was the addition of a stereo system.

“We used every means possible to locate these buses, many of which are now extremely rare and considered collector’s items,” said Jim Haven, creative director for Creature, Pacifico’s Seattle-based advertising agency that is championing the VW project. “With each of these buses, we want them to serve as unique, one-of-a-kind vehicles that represent Pacifico in an authentic way that still remains true to the spirit of the VW bus.”

Rather than wrapping the buses, Pacifico has selected various artists to hand-paint each vehicle with unique designs that reflect the Pacifico aesthetic seen in the beer’s new Mexico Via Pacifico multimedia advertising campaign, which focuses on off-the-beaten-path Mexico. The artists, who were selected based on their artistic style being defined as adventurous, nostalgic and playful with a nod to old-style surf culture, hail from all over the world, including Seattle, California, New York, Arkansas, Toronto and Germany. Each artist was given a subject, such as surfing, jellyfish and scorpions, and asked to interpret

it however they chose, using the bus as their canvas for their designs. New Surf Project surfboards will also be displayed on the roof racks of each vehicle.

"These VW buses represent the adventure and authenticity that Pacifico embodies," said Paul Verdu, marketing vice president for Crown Imports, Pacifico's exclusive U.S. importer. "We are excited to debut these vehicles nationally, particularly in eastern markets where Pacifico is lesser known, to introduce consumers to a genuine Pacifico experience."

After all surf buses are completed in May 2008, the 19 vehicles will be sent to Pacifico's core west coast markets including San Diego, Phoenix, Seattle and Los Angeles, and to new markets as the brand moves eastward such as Austin, Chicago, New York, and Charleston. The buses will be utilized at special events and Pacifico promotions, both on- and off-premise, such as retail locations, bars and restaurants. The surf buses will also be outfitted with new stereos, in order to play music from the Pacifico playlist, a soundtrack of under-the-radar bands featured in Pacifico films on [www.MexicoViaPacifico.com](http://www.MexicoViaPacifico.com). Bands featured on the Pacifico playlist include The Pinker Tones, Pacha Massive, Bishop Allen, The Submarines, Bicycle Club, Radical Face and Youth Group.

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Crown Imports LLC is a joint venture that imports, distributes and markets the Modelo portfolio and other fine beer brands across the entire U.S. The Modelo portfolio includes Corona Extra, the #1 imported beer in the U.S. and #6 beer overall, Corona Light, Modelo Especial, Negra Modelo and Pacifico beer brands. Crown also imports the St. Pauli Girl and Tsingtao beer brands in the U.S. For more information, visit [www.crownimportsllc.com](http://www.crownimportsllc.com)

Crown Imports is a 50-50 joint venture between Grupo Modelo, S.A. de C.V. (MX: GMODELOC), Mexico's leading company in the brewing, distribution and sale of beer, and Constellation Brands, Inc. (NYSE: STZ, ASX: CBR), a leading international beverage alcohol producer, importer and marketer.