

## TO WHOM IT MAY CONCERN

It was recently brought to our attention that a thread on the public forum L4P.com is putting doubts on DMC's business integrity. We'd like to use this chance to reply on some of those concerns by being open, honest, and bringing proof to our claims. DMC has nothing to hide, and we will try our best to give your readers a better open view on our daily business and operations.

### **1. Photographer claims that DMC owes him money**

We don't have agreement with the aforesaid photographer. If he can bring proof of a business contract between him and us, we are willing to review it. Kindly ask him to deliver such proof.

Explanation: Our appointed dealer for Canada, LEXIM Canada, promised us photos for a project that we developed for the McLaren MP4. From time to time we offer free or discounted prototypes when they launch, in return for free photos, fitment report and suggested solutions. Our dealer promised us the photos, and delivered (see attachment 1 : EMAIL1.jpg), but he never paid the photographer.

The photographer agreed to LEXIM that the photos can be used for PRESS RELEASE (link to high-res photos without any photographer logo was sent to Lexim, and he forwarded to us), and SOCIAL MEDIA (with request to mention the photographer). See attachment 2: Email2.jpg . We used them accordingly after LEXIM informed us about this.

At all times, LEXIM was the organizer of these photos, he directed the photographers. (See attachment 3: Email3.jpg) Any communications and agreements were between the photographer and Lexim. Never between the photographer and DMC.

We would now like to focus on some of the accusations that the photographer makes against DMC:

### **2. False fitment of McLaren or other products.**

Since this was a prototype, it was made very clear to our dealer LEXIM, that potential fitment issues could arise. One of the reason for giving the kit away at a reduced price (8500 USD instead of 15.000 USD), was to get not only photos but also fitment report and remedy of any potential misfitments. We request remedied parts back so that we can adjust our molds accordingly for better fitment. Since this was a prototype, and our dealer was fully informed about it (see attachment 4: WhatsApp\_1.pdf), it's not fair, but false and misleading to say that our product doesn't fit.

During the past 4 years, we may have had to improve on our quality, but we are proud to say that with 2013's Aventador Kit, we have a fitment perfection that is very good. We proudly invite you to come and oversee any of our installations in our Swiss facility. Please do not rely on false claims, and come visit us to see by yourself. We will be glad to cope for your well-being if you decide to visit us, we have nothing to hide and are full of passion for the work we do.

One of our best works was recently installed by NewYork based company (please check with them if you may quote them or not) Martino Auto Concepts. They said they had never seen a product with such perfection (refer to DMC Front Bumper Gallardo), and that it would FIT LIKE A GLOVE (See attachment 5: Gallardo\_Bumper.jpg). We have this car in

our swiss facility: Please make sure to come over and see for yourself, as reporting false claims could seriously damage our reputation.

### **3. DMC products are made in China / Fake German**

Before answering the question to our suppliers, it's crucial to understand DMC's background. It's CEO is actually a Permanent Hong Kong Resident, German National, and this is where DMC was started, in Hong Kong.

Having this Sino background, he quickly developed Asia as his number one market, because the clients here love Germans and their work. China is today DMC's number 1 market, which is why one of DMC's strong base is actually in Hong Kong.

The marketing attention was and will always be to build a strong brand, potentially a German brand. We do not mean to claim that all our products are made in Germany, even though this may indeed be misleading (we will review how to improve upon this).

The CEO's background, his knowledge, is the cutting edge that differentiates him from other local Hong Kong businesses, its normal to put attention on this heritage and education. Other foreign Hong Kong businesses do the same, and these brands are usually the successful ones.

We do have a purchase office in Germany, since we source parts from some EU factories, and our location in Switzerland is extremely strong in Engine modifications and Product Development. The building on our website is not a Telecom building, it's the Tectrum building. It belongs to the University of Duisburg, where some partners were located that do the CT and 3D scans for DMC.

Does DMC manufacture in China? DMC has a number of suppliers, because we don't produce by ourselves. We are a small humble company that designs in-house, and believes in outsourcing to the right strong partners. We manufacture where we see it right, where our (German) standards are met, and yes, this also includes China, among others.

The majority of our products are designed by ourselves, you can only purchase them through DMC. A minority of our items maybe re-branded products - we will consider this if we find a good item which has a market potential, if it fits into our product line-up, meets our quality requirements, and make the customer happy.

Some of our suppliers include:

MHT Luxury Alloy Wheels (USA): Contact Mr. Ad Hale  
MEC Design GmbH (Germany): Contact Mr. Cem Altun  
TB Carbon (Belgium): Contact Mr. Georges Tonet  
Glas Loeser (Germany): Contact Mrs. Loeser

Please contact them for references, we will gladly supply you any details you need. We also attach some photos of our Czech supplier (See attachment DMC\_Supplier\_01-17.jpg), where we started manufacturing in 2013. On a side note, you may be surprised that it's not really that cheap to produce in China, if you try to maintain a high quality standard. You can get better price in Europe, as the China economy grows and prices rise daily.

### **4. Photo of CEO showing the stink finger**

This photo has backfired our original intentions, and would like to apologize to our fans and anyone who felt this is wrong. We felt that DMC's image was too nice, and tried to add a bit of "bad boy" image, but we clearly made a mistake by doing so - We are very sorry. We did not mean to direct this action to anyone in particular. We had a good time in Monaco, where we exhibited our products in the famous TopMarques show, but clearly went too far with this photo, kindly accept our excuse.

**SUMMARY:**

DMC is not a big company, indeed we are very small. But the work we do everyday, we do with full passion. We are not a German based German company, but the founders are 100% German. We do have a German background, a base in Germany and Switzerland, and our vision is to supply beautiful products, at German Standards, that may indeed be manufactured in China, Germany, or elsewhere. We are willing to improve, and we are sorry if our actions or marketing activities have been misleading. This was never our intention, we just want to enjoy this beautiful dream that we have worked for very hard.

Thank you!