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## **ASX ANNOUNCEMENT**

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### **UPDATE ON SPRINTEX SUPERCHARGER US MARKET PRODUCT LAUNCH**

Leading Australian clean automotive technology company Automotive Technology Group (ATG) (ASX: ATJ) is pleased to provide the following update on the launch of its patented Sprintex® Supercharger product in the American market following the Company's recent attendance at the automotive-sector's Specialty Equipment Market Association (SEMA) convention in the USA.

The SEMA event is the world's premier automotive specialty products trade forum and ran from November 3-6. It was attended by more than 100,000 motor industry experts and more than 50,000 auto company buyers from the US and international markets.

ATG's Sprintex® Supercharger was a major success at the SEMA event and attracted interest from more than 100 potential buyers from the supercharger market sector representing the US and other major global markets including, Germany, Japan, the UK, Mexico, Venezuela and Australia among others.

The response to the Sprintex® Supercharger product range at the SEMA event reinforced its competitive advantages in the market as the world's best supercharger for automotive applications. Potential buyers were impressed with its demonstratable superior performance, engineering excellence and compactness, along with its price competitiveness with other supercharger and turbo charger products.

A US group involved in the development of an alternative fuel technology utilising superchargers identified the Sprintex® Supercharger as best meeting their product development needs and also exceeding the performance capabilities of Sprintex's competitors' products. The group's business plan, once fully developed, will require 5,000 superchargers per day, representing a potential major future revenue stream for ATG.

ATG's Sprintex® Supercharger product delivers lower exhaust emissions with greater fuel efficiency and performance from automotive engines. The total global market for forced induction engine systems, which includes superchargers and turbo chargers, is forecast to grow by 70% over the next five years as the automotive industry seeks new methods to reduce vehicle emissions and fuel consumption without impacting engine performance, to comply with tough emissions standards being implemented by governments worldwide. Currently there are around 21 million forced induction engine units produced each year. In Addition, the Sprintex® Supercharger also has applications in the industrial compressor market.

ATG believes there is now a markedly increased level of awareness of the Sprintex® product range and initially expects to see a number of prototype orders for various applications in the aftermarket including, land cruisers, minis, smart cars and jeeps, as well as snow mobiles and all terrain vehicles, before eventually progressing to larger volume orders.

ATG managing director Steve Apedaile said: "We are delighted at the response to our patented green technology Sprintex® Supercharger in the US and other global auto markets represented at the SEMA event. It helped reinforce the product's position as the world's best Supercharger for automotive applications and we now look forward to growing our market share in the rapidly increasing global aftermarket sector."

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**About Automotive Technology Group**

Automotive Technology Group listed on the ASX in May 2008. It is the designer and manufacturer of the patented low emissions, high fuel efficiency Sprintex® supercharger product range. The Company's vision is to be a leading developer and manufacturer of innovative green automotive technologies to world markets, in particular in the manufacturer of superchargers.

Motor vehicle and motorcycle manufacturers are increasingly turning to Superchargers to help meet tougher vehicle emissions and fuel efficiency targets being set by governments globally, and the Sprintex® Supercharger achieves these two goals while ensuring that engine performance is not compromised.

The Company operates from a specialist research and development facility in Perth, Western Australia.