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ASX ANNOUNCEMENT

AUTOMOTIVE TECHNOLOGY GROUP TO LAUNCH SPRINTEX SUPERCHARGER IN USA MARKET

Leading Australian clean automotive technology company Automotive Technology Group (ATG) (ASX: ATJ) is pleased to announce that it will launch its patented Sprintex® Supercharger product in the American market at the upcoming automotive-sector Specialty Equipment Market Association (SEMA) convention in the USA.

The SEMA event which runs from November 3-6 is the world's premier automotive specialty products trade forum and attracts around 100,000 automotive-sector experts and leaders from motor vehicle, truck, SUV, and RV markets each year. SEMA is open to the automotive industry only and will feature around 2,000 new automotive parts and components and over 50,000 registered company buyers.

ATG Managing Director Steven Apedaile and Business Development Manager Jay Upton will attend the SEMA forum to launch the Company's Sprintex® Supercharger in the North American market.

ATG's Sprintex® Supercharger product delivers lower exhaust emissions with greater fuel efficiency and performance from automotive engines. It also has applications in the industrial compressor market.

The Company has now completed the research and development phase for the Sprintex® Supercharger and has moved into manufacturing the product, and it looks forward to launching Sprintex® in the USA, where there is a large and growing market in the motor vehicle after-sales sector for supercharger products.

The total global market for forced induction engine systems, which includes superchargers and turbo chargers, is more than 21 million units per year and this is forecast to grow significantly over the next 5 years as the automotive industry seeks new methods to reduce vehicle emissions and fuel consumption without impacting engine performance.

The most recent patent application for ATG's Sprintex® Supercharger technology was lodged in March of this year. It further protects the Sprintex® technology, and delivered advancements in the product's performance which confirmed Sprintex® as the world's best supercharger product.

The new patent application covered advances in;

- Volumetric Efficiency to in excess of 100%, which is a key component in reducing vehicle emissions.
- Lower discharge temperature, which is a major advantage as it eliminates the need for inter-cooling in almost all applications.
- The power usage required to drive the Supercharger, which was reduced to less than 3KW @ 6,000 rpm (S5 150 supercharger at 1.4 Pressure Ratio).

The application of ATG's green Sprintex® Technology on a standard V6 engine (previously tested by an ADR certified testing facility) has resulted in a 50% reduction in emissions when compared to the standard engine emission results.

ATG has already received its first industry customer orders in the USA from Boostec Supercharger systems of Colorado. Boostec has developed three new systems in conjunction with ATG, including orders for the iconic DeLorean Sports car which has enjoyed a renaissance in recent times - with more than 6,000 cars in the USA alone supported by 12 specialist dealers. DeLorean cars are now being made again in Texas by the DeLorean Motor Company.

ATG's exhibit at SEMA is the next step in its medium term strategy of becoming a supplier to the automotive aftermarket manufacturing industry, rather than a manufacturer of aftermarket systems in its own right. The Company is focused on assisting more manufacturers to make systems utilising the Sprintex® range and to cross-market those systems through its ever expanding network of distributors in all of the world's major automotive markets.

ATG Business Development Manager Jay Upton said: "The patented green technology Sprintex® Supercharger is confirmed as the world's best Supercharger product for automotive applications. We look forward to launching the product into the North American market where there is a massive, growing demand for supercharger technology to help achieve the tougher emissions and fuel efficiency targets being enforced by governments. The SEMA convention is an excellent opportunity for networking directly with potential clients across our industry 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.