



AUTOMOTIVE TECHNOLOGY GROUP LIMITED
ABN: 38 106 337 599

ASX / Media Release

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Company Overview

Automotive Technology Group (ATG) is the designer and manufacturer of the patented low emission, high fuel efficiency Sprintex® twin screw supercharger.

The Sprintex® twin screw supercharger is the most efficient supercharger in the world but has been comparatively expensive to produce resulting in the supercharger market being dominated by less efficient Roots style superchargers. Following a major step of its business plan being achieved - low cost volume manufacturing in an offshore automotive centre - ATG is now ideally positioned to participate in the exponential growth underway in the global forced induction marketplace.

Fast Facts

Shares on Issue:	586m
Options:	49m
Market Capitalisation:	approx. \$15m

Directors / Senior Management

Richard Siemens	Non-Executive Chairman
Steven Apedaile	Managing Director
Michael Wilson	Non-Executive Director
Richard O'Brien	Independent Director
Michael van Uffelen	Chief Financial Officer
Jay Upton	Business Dev. Manager
Jon Williams	General Mgr. - Operations
Brian Leedman	Investor Relations

Recent ASX Announcements

- 24/08/11 - 'Bullet' to distribute ATG Products in Australia and NZ
- 1/08/11 - Patersons appointed Lead Manager for Entitlement Issue Shortfall Placement.
- 14/07/11 - Agreement for USA OEM representation signed.
- 5/07/11 - JV Agreement for Malaysian manufacturing signed with Proreka.
- 27/05/11 - ATG to raise up to \$6.9 million via an entitlement issue.
- 29/04/11 - ATG receives first purchase order for supply of Sprintex supercharger systems on Proton Satria Neo.
- 14/02/11 - MOU with Proreka, a Malaysian auto parts manufacturer to establish a JV Sprintex Supercharger manufacturing facility.
- 7/02/11 - ATG's Sprintex Supercharger confirmed as world's most efficient supercharger system.

Company Contacts

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Sprintex Wins Two New Product Awards at SEMA

- **Sprintex's JK Jeep Wrangler supercharger system and Mini Cooper S upgrade supercharger system both received Specialty Equipment Market Association (SEMA) Global Media Awards for being top ten products of 2011.**
- **The industry-only SEMA Las Vegas Show is the world's premier and largest automotive aftermarket gathering.**
- **Sprintex competed against over 2,000 plus entries to win the awards, confirming the industry's approval for Sprintex designs and products.**
- **100+ new dealers expressed interest in selling Sprintex products.**

The industry-only show was held last week and covered more than 22 million square feet of displays, attracting more than 1,800 exhibiting companies, 100,000 plus industry leaders and over 50,000 registered buyers from more than 100 countries across the globe.

This is the third year the Company has exhibited at the SEMA Show to showcase new products, with this year's focus being on the Sprintex range of Jeep supercharger systems for which the Company received exceptionally strong interest.

More than 100 installing dealers applied for dealer privileges. Approaches were also received from a number of large and prominent specialist distributors with regard to specialized distribution of Sprintex Jeep systems, general distribution of Sprintex performance products and/or distribution of existing or new systems under a 'private label' arrangement.

Strong interest was also shown in the Honda and Mini supercharger systems on display as well as the core superchargers.

In-depth meetings to discuss exclusive rights for their respective countries were held with the largest distributors of 4x4 products for the US, Japan and China, and several companies with a significant presence in Middle Eastern countries applied for territorial distribution rights.

Follow up exhibitions at the Performance and Racing Industry (PRI) Show and International Motorsports Industry Show (IMIS) will be attended by Sprintex in the first and second weeks of December, respectively, in Florida and Indiana, ahead of the formal launching of the Sprintex Jeep range in early 2012.

Off the strong industry response, the Company expects the global demand for its Sprintex Jeep supercharger systems alone to exceed \$3M (wholesale value) in calendar 2012.

"The Company's strong showing at the SEMA Show this year has established the Sprintex Supercharger as the sought after product in the demand for quality and efficient superchargers," said Steven Apedaile, Managing Director of ATG. "Verification of our product range as an aftermarket product provides the Company with further confidence that our pursuit of the lucrative Original Equipment Manufacturing contracts will pay enormous dividends to our shareholders".



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About Automotive Technology Group

Automotive Technology Group Limited (ATG) listed on the ASX in May 2008. It is the designer and manufacturer of the patented low emission, high fuel efficiency Sprintex® twin screw supercharger product range.

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.

ATG operates from a specialist research and development, and low volume manufacturing facility in Perth, Western Australia and is establishing a high volume, low cost manufacturing facility in Malaysia with a joint venture partner, Proreka.

Kenmar Corporation is ATG's exclusive sales representative for the original equipment manufacturer market (OEM) in North and South America, Proreka (M) Sdn. Bhd. is ATG's exclusive sales agent for Asia and exclusive distributor for Malaysia and Bullet is ATG's exclusive distributor for Australia and New Zealand.

Visit www.atgroup.com.au or www.sprintex.com.au for more information.