



14 July 2011

ASX Code: ATJ

Company Overview

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

Twin screw superchargers are the most efficient superchargers in the world but until now have been prohibitively expensive to produce, which has resulted 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 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: 342m
Options: 29m
Market Capitalisation: approx. \$7m

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
Jonathan Williams	GM Operations
Jay Upton	Business Development

Major Shareholdings

Michael and Megan Wilson	19.60%
Richard John Siemens and Co.	19.50%
Steven Apedaile and Co.	16.10%
Euro Mark Ltd.	11.00%

Recent ASX Announcements

- 5/07/11 ATG Agreement for Malaysian JV executed
- 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.
- 9/11/10 – ATG focuses growth plans on becoming Original Equipment Supplier for automotive OEM companies.

Company Contacts

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AGREEMENT FOR USA OEM REPRESENTATION SIGNED

Automotive Technology Group (ASX: ATJ) (ATG) is pleased to announce that the Company has appointed Kenmar Corporation as its exclusive sales representative for the original equipment manufacturer (OEM) market in North and South America.

- **Kenmar will operate a Sprintex USA office in Detroit to handle OEM enquiries, technical support and relationship management through to point of sale.**
- **ATG and Kenmar will work together to formulate a sales strategy to introduce and promote the Sprintex® technology to the U.S. car manufacturing industry.**
- **A key selling point for Sprintex® superchargers is the synergy with fuel saving enabling technologies which are in high demand in the American car industry following recent changes to Corporate Average Fuel Economy (CAFE) legislation, to be introduced over the next 5 years.**
- **Kenmar is celebrating its 50th year in the automotive technology and component supply arena in 2011, has presence in six countries and manages approximately US\$1bn p.a. of automotive component sales.**

ATG’s Managing Director, Mr Steven Apedaile said “The agreement with Kenmar provides ATG with contacts and connections to OEMs in the Americas via Kenmar’s experience and established global automotive manufacturing industry network”.

“Through Proreka, ATG’s JV partner, we now have a proven sales and marketing team for Asia and through Kenmar we now have an experienced sales and marketing team for the Americas. ATG can now realistically target the car manufacturing industry”.

At the recent signing in Perth, Kenmar’s Vice President of Sales Brad Cowdery said “Sprintex has hit all of their product performance and cost targets in their latest iteration of superchargers. Testing has confirmed efficiencies not previously attainable by industry peers and the launch of the Sprintex product into the Asian OEM market, closely followed by a significant order from a vehicle manufacturer, prove that ATG has the right product with the right price point”.

“The auto industry is being driven by the introduction of ever more demanding emissions regulations, requiring engine designers to downsize engine capacity. The customer expects compliance coupled with performance; they will not buy a car with lackluster acceleration and power. Sprintex provides a solution that both conforms and excites. This is a combination that wins,” Mr Cowdery concluded.

The agreement with Kenmar is for OEM sales and does not impact on ATG’s current aftermarket distribution channels or pre-existing relationships in the Americas. The new accord strengthens ATG’s position in the OEM arena and represents the next step in the Company’s progression to achieving global OEM sales of the Sprintex® products.





About Automotive Technology Group

Automotive Technology Group listed on the ASX in May 2008. It is the designer and manufacturer of the patented low emission, 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 manufacture 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, and manufacturing facility in Perth, Western Australia.

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

About Kenmar

Kenmar Corporation is a specialist business development organization headquartered in Detroit USA serving the global automotive manufacturing industry, with particular expertise in North and South America. Kenmar established operations in 1961 and has grown to 85 engineering staff, many of whom have spent a portion of their career with a car manufacturer, and 18 expert logistics staff, managing almost US\$1bn in automotive component sales.

A customer driven organization providing its Australian clients with representation in the Americas for over twenty five years, Kenmar has been instrumental in the launch of new products from the Australian supply base that have succeeded because of the matching of Australian innovation, coupled to lean design and pricing satisfying an identified market need. Kenmar has an Asia Pacific Regional Office located in Sydney to facilitate and maintain close client relationships with its Australian manufacturers.

Kenmar's relationships at the very top of the OEM's provide market direction and planning knowledge which is critical to the growth of its clients. These same relationships also provide access to guide decision makers to consider new suppliers or technologies.

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