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Cover Story



ATG's Established Reputation for Excellence and Efficacy Puts it in a Prime Position to Become one of the Largest ASX-listed Automotive Technology Companies

Automotive Technology Group (ATG) is in a prime position to become one of the largest ASX-listed automotive technology companies, with the strategic advantage of an established reputation for excellence and efficacy that delivers emission technology solutions to a global market.

Currently you have the opportunity to join this company via its IPO offer of 24 million shares at an offer price of 25 cents each to raise \$6 million with the right to accept oversubscriptions of up to \$4,000,000. The expected closing date of this offer is the 28 April 2008.

Mr. Steven Apedaile, Executive Director –Corporate and one of the founders of ATG gladly found the time to speak with the Australian Investor and explain the key strengths of the Company that will help drive its future growth and development.

"ATG was established in 2003 via the acquisition of Sprintex. As a result, the Company is now the designer and manufacturer of the Sprintex supercharger product range and the Vee Two motorcycle specialist and performance parts," Mr. Apedaile explained to the Australian Investor, "The last four years have been spent on preparing this product for commercialization"

During this period ATG has raised approximately \$15 million in private equity, the three directors contributing \$9 million of this, to continue to develop its product range with significant engineering and prototyping completed thus reducing technology risks.

The Company offers a range of products marketed under two trademarked brands, the Sprintex range of Superchargers and Vee Two performance and replacement parts:

-Sprintex is a helical twin-screw Supercharger which has been commercialized by ATG to provide improved engine performance for any combustion engine resulting in significant emissions advantages Sprintex has developed a range of installations of its Supercharger products including additional patented technology.

-The Vee Two product range consists of performance components and parts designed and manufactured for Ducati motorcycle engines built between 1972 and the current models for the after market .

The unique combination of design and specialist engineering has led the Company to develop the Super Squalo motorcycle. The Super Squalo motorcycle was designed on behalf of ATG by internationally renowned motorcycle designer John Keogh and released in limited edition in late 2007. The Super Squalo is a highly modified, supercharged version of the Ducati 999S – one of the world's premier and collectable street bikes. The Super Squalo was built to show case the application of supercharging of motorcycles .

All of the Company's commercially sensitive products have patents or patents pending to protect intellectual property.

"Intiially we are focused on motorcycles as it has been ignored for the application of superchargers and secondly because we manufacture a unit small enough to fit within the tight confines of a

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motorcycle or scooter, " Mr Apedaile told the Australian Investor .
 "The forced induction market segment (turbo's and superchargers) produced and sold 21 million units last year dominated by turbos, 19 million units. The patented Sprintex Supercharger has a number of advantages over both the turbo and supercharger opposition which includes the elimination of inter cooling and as such significant cost savings together with emissions advantages."

In the short to medium term, ATG intends to focus on the low volume high margin after market . According to Mr Apedaile the blue sky opportunity of ATG's future is in building its capability to produce its patented supercharger range in the high volumes needed to supply to the OEM motorcycle and car markets demonstrating to the OEM market the compelling advantages of its Sprintex supercharger range .

"To aid the roll out of this plan we have established global distribution networks for the Sprintex and Vee Two product ranges, which are currently designed and manufactured in small capacity at our Research and Development centre established in Perth Western Australia," Mr. Apedaile informed the Australian Investor.

The R&D centre employs 35 personnel with staff responsible for design and manufacture having extensive engineering experience in the automotive market and skills to identify and commercialise automotive prototypes.

"The expertise of these personnel has significantly contributed to ATG's development," Mr. Apedaile commented.

"In comparison to other performance enhancing technologies, Supercharger technology enables vehicles to increase engine performance while still being able to meet emissions standards and improve fuel efficiency, in the full range of combustion engines, such as petrol, diesel, biodiesel, LPG, LNG, hydrogen and fuel cells," Mr. Apedaile told the Australian Investor.

Another important attribute of ATG that will aid its growth and potential future success is its strong team that has the experience, reputations and skills to commercialise its products into the world markets.

Mr. Apedaile concluded, "This is an exciting time for the Company and we look forward to achieving our goal of becoming a leading developer and manufacturer of innovative automotive technologies and to becoming a preeminent manufacturer of superchargers to the world market – maximizing the potential value in this industry for our shareholders."

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