



2008

2008 european powertrain market
product innovation award

ROTREX™

SUPERCHARGERS

Rotrex A/S

The “2008 European Powertrain Market Product Innovation Award” has been presented to Rotrex A/S in recognition for their dedication towards the development and manufacture of boosting technologies within the European powertrain market. Rotrex A/S has achieved this by introducing innovative products to vehicle manufacturers and working with vehicle manufacturers to downsize engines. This can be seen through their supercharger developed for German vehicle manufacturers to be used in a downsized engine. Engine downsizing is a trend that most original equipment manufacturers (OEM’s) have been following in order to reduce emissions. Downsizing an internal combustion engine reduces its volumetric capacity and hence affects engine performance and drivability. Forced induction systems such as superchargers are one of the leading technologies of today, which enable performance to be retained at the same time as offering the advantages of downsizing. Rotrex A/S’s patented traction technology has helped it reach out to many OEM’s and aftermarket companies worldwide. Simple and innovative solutions such as developing OEM specific superchargers that are economical and reliable have given Rotrex A/S an edge over it’s competitors.

Arif Basheer, Research Analyst, Frost & Sullivan

“The need for reduced emissions while maintaining performance induces very strong competition within new powertrain technologies. Presenting the Powertrain Product Innovation Award to Rotrex is a strong recognition of our technology and our abilities to develop superior products meeting customer needs. This award is an important milestone on our plan to bring this unique supercharger technology to mainstream. Thank you.”

Ole Brødsgaard, CEO, Rotrex A/S