

# **ROTREX**<sup>TM</sup>

SUPERCHARGERS

FOR IMMEDIATE RELEASE

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## **Patented Rotrex supercharger technology on display at SEMA show**

The lauded and patent protected Rotrex supercharger traction drive technology will be exhibited at the world's largest automotive aftermarket show, the SEMA show in Las Vegas, NV, Nov 4<sup>th</sup> through 7<sup>th</sup>. This event will take place at the booth of our US distributor for domestic vehicles, Forced Air Performance, booth #21849 Central Hall, Las Vegas Convention Center.

“As a logical consequence of the technology's overall efficiency, we are attaining an ever stronger presence on a global basis, both for the Aftermarket and regarding OEM projects. A good example of our progress is the current launch by Distoyota (Toyota Colombia) of a family of Rotrex powered factory backed applications, the *Supercharged* series, both boosting gasoline and natural gas fuelled engines.

In addition hereto, The *Rotrex* patent protected traction technology is currently applied on several high-end OEM applications, as for instance the *Koenigsegg* range of supercars (both the CCX and the CCXR '*Flower Power*' 1000+ hp natural gas fuelled), the new *Farbio GTS* and by leading tuners, as for instance renowned *Porsche-tailors Ruf*.”

Sales Director Niels Ohlsen further explains: “Additional applications are in the pipeline, both within and outside the automotive field: Cars, motorcycles, snowmobiles & ATV/UTV's, fuel cells, natural gas/E85, etc - the compactness, extremely low contamination of the air stream and the sheer overall efficiency permits boosting applications simply not feasible with other forced induction devices.“

Managing Director Ole Brodsgaard: “Rotrex is proud of our unique design and our patented inventions, which we enforce with great dedication. July 2008 the relevance and the solution providing capabilities of our technology were rewarded with further recognition, the Frost & Sullivan 2008 European Powertrain Product Innovation Award.

We regard this as a fitting and deserved follow-up to our recognition at the 2005 SEMA show, where we received the “SEMA International New Products Award” and from General Motors the "Most Innovative Product Design Award”

Featuring compact design and the independent oil system, great flexibility in the application design process is assured. Also, the cleverly laid out oil system ensures that no tapping into the original engine oil circulation system is necessary, while simultaneously guaranteeing the aforementioned extremely low oil contamination into the air stream, as feature so vital in fuel cell applications.

Rotrex' designs and products have long since been proven in numerous and very diverse types of applications (see [supercharger-experience.com](http://supercharger-experience.com)) and are distributed World wide through a network of highly capable and respected tuning companies determined to support our customers in the best possible manner.

Representatives from Rotrex will be available for further information at the SEMA show on the booth of Air Performance, booth #21849 Central Hall, Las Vegas Convention Center.

#### **Rotrex contact**

Sales Director Niels Ohlsen, [nlo@rotrex.com](mailto:nlo@rotrex.com), (+1) 951-870-8039

Managing Director Ole Brodsgaard, [obr@rotrex.com](mailto:obr@rotrex.com), (+45) 5151-0604

Further information: [rotrex.com](http://rotrex.com), [supercharger-experience.com](http://supercharger-experience.com)

#### **About Rotrex A/S**

Rotrex A/S is a technology driven company focused on providing leading solutions within forced induction systems for the automotive industry. Rotrex dates back to the early 1970's when Anders Kolstrup - today Technical Director - being a passionate race driver, was continuously looking for improvements in engine development and performance. In 1996 the first traction technology patent was issued and in 2000 the company became part of the A.P. Moller - Maersk Group.

Today Rotrex develops, produces and markets superchargers based on our patented traction technology for OEM, OES, and aftermarket companies worldwide. The aim is to develop leading forced induction solutions through constant innovation, superior quality standards and second to none customer service.

Rotrex' headquarters are located in Copenhagen, Denmark with regional offices in North America and The Netherlands.

#### **About Forced Air Performance**

Forced air Performance, sister company of long standing Rotrex distributor for the US recreational market, Mountain Performance ([mountainperformance.com](http://mountainperformance.com)), is a recently started company focusing on making the efficiency of the Rotrex traction technology chargers available for 'Detroit made' cars. The first application, premiered at this year's SEMA show, is the Mustang GT, which has been upgraded by a magnificent kit set, featuring the Rotrex C38-81 in a setup which provides the driver with exhilarating joy of driving while, reflecting the high overall efficiency, at a low rate of fuel consumption.

## **Forced Air Performance contact**

Heath Besner

Forced Air Performance

Toll Free (888) 649-4609

Local (801) 619-1569

[forcedairperformance.com](http://forcedairperformance.com)

