



## – PRESS RELEASE –



- ⊕ **From 0 to 250,000 pairs in 3 years!**
- ⊕ **Success in Europe**
- ⊕ **Japan “next”**
- ⊕ **New model for high performance vehicles**

### **AutoSock® ...brings you home!**

#### **The simple solution to maximise grip on snow and ice!**

Various devices for emergency help in difficult weather conditions are available on the market today. However, most of these devices are just too complicated or cumbersome for ordinary motorists.

In Norway, a country accustomed to severe winters, a quick, simple and unique solution to tackle sudden adverse winter weather conditions has been developed: AutoSock - a tyre cover made of 100% textile, designed to improve grip by maximising friction on snow and ice!

#### **Positive sales results!**

AutoSock has exceeded all expectations and is experiencing an overwhelmingly positive response from the market.

From 1,500 pairs sold in 2001/2002, sales have increased to more than 100,000 pairs in 2003/2004. The forecast for the coming season indicates a trebling of sales by comparison with last season!

Good sales results in Italy, Spain, the Netherlands and Norway are expected to be followed by corresponding success in France, the UK, Switzerland, Germany and Japan!

Since being launched in Scandinavia in 2001/2002 AutoSock has already been technically approved and purchased by leading car manufacturers such as BMW AG, VW AG, Daimler-Chrysler AG, Peugeot and Citroen.

#### **Models**

AutoSock is available in four main sizes, which cover almost all passenger cars on the market (ranging from 13 to 16 inch wheels).

A new model for high performance vehicles, with tyre dimensions of 17 and 18 inches, will be launched this winter, i.e. vehicles with wider tyres and lower profiles. This new model will be suitable for vehicles on which it was previously difficult to mount traction devices due to limited clearance between the body and the suspension.



## – HOW DOES IT WORK? –

### The principal function of the AutoSock is very simple:

It is generally known that dry snow and ice stick to textiles. A thin layer of water develops between the tyre and the surface of snow or ice due to heat produced while driving. This is the reason why the surface becomes slippery. To avoid this, a special textile surface with high performance fibre is used to absorb and drain the water film.

Extensive tests in Norway and Central Europe have shown that AutoSock increases traction on snow and ice substantially. The tests were carried out by leading car manufacturers and independent road and transport research institutes in Europe. AutoSock has been tested and approved by TÜV Product Service GmbH in Munich.

### The AutoSock is a revolutionary invention which is:



- ⊕ A perfect temporary winter aid for vehicles
- ⊕ Reusable and machine washable
- ⊕ Easy and fast to fit and remove
- ⊕ 100 % textile
- ⊕ Lightweight and easy to store
- ⊕ Not noticeable while driving
- ⊕ Does not cause any damage to the rim, suspension or body
- ⊕ Works together with electronics, ESP/ASC+T/ ASR/ABS - unlike other devices
- ⊕ Friction aid which can be used where there is limited space between the body and the suspension - unlike other devices

For further information, visit our web site at [www.autosock.com](http://www.autosock.com) or our press section at [www.autosock.com/press](http://www.autosock.com/press)  
We can also be contacted by e-mail [info@autosock.com](mailto:info@autosock.com) or phone +47 2234 1350.

