AutoSock AS

Office: Fred Olsens gt. 2

N-0152 Oslo

P. O. Box 1159 Sentrum

0107 Oslo

PHONE (+47) 22 34 13 50

Fax (+47) 22 41 24 15

NORWAY

www.autosock.com

AutoSock

...brings you home!

Scrapbook ENG v.04

A good story can never be told too often...

AutoSock®

“scrapbook”

A great idea!

The idea behind using textiles to increase friction on snow and ice is rather old. History tells us that the wife of Henry Ford was the first to suggest this, and the experience was in fact that it worked. With AutoSock, we have taken a basic and simple idea and extended it. We have, in brief, looked at new possibilities for using textiles as aids for drivers who face unforeseen challenges with respect to difficult driving conditions.

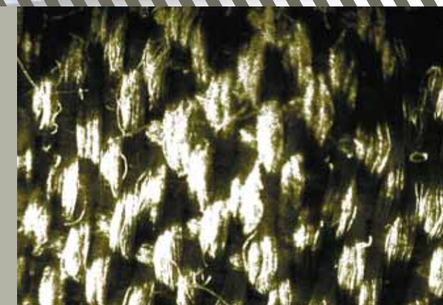
The purpose of this brochure is to provide the reader with some insight into the process we have been through so far. We have described the various resource groups that have been involved, however it has primarily been our desire to provide an objective overview of how the "outside world" is experiencing our product. Hence we have gathered together press clippings from many countries - statements in the press which are often based upon comprehensive tests. These articles have been written by some of the leading motor journals in Europe and Asia, and we are proud of the reception our product has been given. We have "modestly" chosen to title this brochure "A good story can never be told too often..."

From idea to reality

In order to develop our idea into a reality we convened a resource group in 1998. The group consisted of people with a high level of competence within the professional fields of patents and trademarks, yarn production, textiles and garment manufacturing, friction, certification of automotive products, design and marketing.

Patents and trademarks

The Oslo Patent Office has played a central role in formulating the patents and its requirements. AutoSock has chosen to devote significant resources to protecting both our product as well as our trademark. The patent work has first and foremost encompassed general requirements for form and function.



Yarn production

Our business partner for thread and yarn is the German company Invista (previously known as KoSa and DuPont). Invista is a global and leading manufacturer of polyesterfibre. Our idea has led to AutoSock having access to the most advanced technology in the production of yarn fibre. This accessibility will be crucial to the continuing development of the product.Investa is a shareholder in AutoSock AS.

Weaving and manufacturing

TeleTextile is a Norwegian textile factory in the town of Notodden. They have a modern plant and possess special expertise in geotextiles and the weaving of special canvases for technical purposes. TeleTextile has proved itself to be a competent and flexible business partner. This has made it possible for AutoSock to perform research and experimentation with the weaving of, in part, completely new fabrics. The manufacturing process is undertaken by Audimas AB, the leading textile factory in Lithuania. TeleTextile AS is a shareholder of AutoSock AS.

Friction

Knowledge and experience concerning friction has of course been the central focus in the development of AutoSock. In this important field we have worked with Dr. Dag Anders Moldestad and Professor Svein Løset, who work on larger projects related to mechanical sliding for Olympiatoppen and Madshus Ski. Both of them represent special expertise concerning snow, ice,water and friction. It is worth mentioning that they had the responsibility for laying the ice at the Viking Ship Arena at Gjøvik during the Winter Olympic Games in Lillehammer. 10 new world records were achieved. In addition, they were given the responsibility for developing a special coating which was used on boat hulls during the Olympics in Sydney.

Certification

AutoSock has been approved by the German TÜV as "Winter-Notfahr-hilfen", which is to say as a driving aid for emergency conditions. This company is viewed as the most advanced in the world as regards the testing and approval of these types of products, and it enjoys widespread recognition far beyond Germany's borders. TÜV will also participate in the test program which will be carried out in connection with the development of AutoSock for heavier vehicles. TÜV is regarded as a world leading test and certification body with regards to traction products on snow and ice.

TÜV PRODUCT SERVICE GS geprüfte Sicherheit

Design

The noted Norwegian industrial designer Einar Hareide was an early member of the resource group for AutoSock. Among other things, Hareide is known for being the individual with the main responsibility behind the development of the designs for the latest models of the Saab 9-5 and Saab 9-3. At present, Hareide is the owner and driving force behind the design firm named Designmill. Designmill has added simple and eye-catching design elements to AutoSock, and the product currently makes an impression of being both modern and distinct.

Marketing

AutoSock's greatest challenge in the future is to establish an international trademark. In order for us to be successful, our marketing and communications, regardless of whether they are of a tactical or a strategic nature, must be comprehensive and distinctive. We are dependent upon attaining a synergy between our various activities, something which can only be secured through professional conceptual thinking. The international advertising bureau of Lowe Worldwide is responsible for our marketing communications. The central element of our marketing communications will be the establishment of our product pay-off: AutoSock - brings you home! The intent behind this important sentence is to create the confidence among the consumers that our product is indeed a practical aid which helps in solving the challenges of driving on roads covered with snow and ice.

Sales and distribution

AutoSock is experiencing an overwhelming positive response from the market. From 1.500 pairs in the winter season of 2001/2 sales have increased to more than 100.000 pairs last season of 2003/4.
Together with leading distributors in Europe AutoSock is in the process of establishing AutoSock as the new, innovative and consumer friendly traction aid for all motorists facing difficult driving conditions.

Global perspective and experience

In light of positive experience in Europe, AutoSock will establish its presence wherever motorists are experiencing slippery road conditions. Based on positive experience in Europe and interest in Japan, North America represents a major market potential for AutoSock. A leading competence in friction on snow and ice will be manifested as locally adjusted friction products world wide.

CERTIFICATE TÜV


Certificate TÜV
No: Z1A 01 07 44408 002

ABOUT TÜV

Independent TÜVs (Technischer Überwachungs-verein, English translation: Technical Inspection Association) were founded in the 1870s by the German steam boiler industry. These regional organisations helped regulate and supervise the safety of steam installations in the interest of public safety.

The original TÜV association in Bavaria, founded over 130 years ago, had 43 industry members and employed just two safety inspectors. With advancements in technology, its presence and capabilities quickly expanded. In the 1900s the group began working not only with electrically powered devices but also with passenger elevators, diesel engines, sprinkler systems and hydroelectric power plants. These inspection services further expanded into the transportation and motor vehicle industries, and later to the nuclear energy industry. As late as the 1980s, the TÜV associations (TÜV Bayern being one of the largest) continued to operate independently in the federal states of Germany and their activities and name became synonymous with public safety, quality and environmental protection.

Deregulation, liberalisation, and harmonisation of trade practices in Europe in the late 1980s and early 1990s forced TÜV Bayern, whose activities were limited to Bavaria, to compete with other inspection agencies on both a national and international level. To meet this challenge, TÜV Bayern joined forces with other regional TÜVs - TÜV Hessen and TÜV Sachsen - establishing TÜV Bayern Holding AG, a holding organisation for technical safety services. In 1997, TÜV Südwest joined TÜV Bayern Holding AG, forming TÜV Süddeutschland Holding AG, the largest of the "TÜVs". Today, TÜV Süddeutschland Holding AG provides expertise in more than 70 service areas and employs over 9,000 professionals worldwide. With 110 offices in Germany and 30 locations around the globe, TÜV Süddeutschland Holding AG offers its customers localised services on a global scale.

REPORT SINTEF


SINTEF
MEMO

ABOUT SINTEF

SINTEF (The Foundation for Scientific and Industrial Research at the Norwegian Institute of Technology) SINTEF is the largest Norwegian research organisation and the 4th largest in Europe. SINTEF was founded in 1950 and organised nearby the Norwegian University of Science and Technology in Trondheim. From a modest start SINTEF has grown to approximately 1800 researchers in a large variety of fields, primarily within technology.

The Roads and Transport research group within SINTEF consists of 50 researchers and undertakes research studies concerning Traffic Management, Traffic Safety, Road and Transport Planning, Transport Informatics and Road Construction and Maintenance.