



*Innovative Vehicle Technology*

## ***PRESS RELEASE***

### **Haldex enters the North American motor sport scene.**

**Haldex signs sponsorship contract with Max Power Rallysport Ltd. for the 2003 Canadian Rally Championship Series.**

**Stockholm, Sweden, February 7, 2003** - Haldex and its Traction Systems division is strengthening its presence and visibility in North America through an agreement reached with a Vancouver based Canadian motor sport organisation.

Haldex will offer technical and financial sponsorship to Max Power Rallysport Ltd. during the 2003 Canadian Rally Championships Series, in a move designed to showcase the versatility and performance range of its proprietary AWD system and provide exposure for the Haldex brand in both Canada and the U.S.A.

The effort is also supportive of recent breakthroughs made by Haldex electronically controlled AWD system on the American market and the Nomination Letter awarded by Ford for a new global platform.

Max Power Rallysport Ltd. is a national level rally team with an award winning driver line-up and the stated ambition of winning the Canadian Drivers Championship title. Participation in the Canadian Production Class Rally Championships Series, Targa Newfoundland, SCCA etc. grants significant attention from major sports networks (TSN, RDS, SPEED) and motor sport media.

The agreement naturally complements the long-term relationship between Haldex and the current FIA European/Swedish Rally Cross Champion, Kenneth Hansen.

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Haldex Traction Systems ([www.haldex-traction.com](http://www.haldex-traction.com)) is a division in the Haldex group responsible for the development, manufacturing and marketing of high-performance, electronically controlled AWD systems.

Haldex ([www.haldex.com](http://www.haldex.com)) is a vehicle technology company with proprietary systems and products for applications in the areas of vehicle dynamics & motion control, performance & safety, and fuel & environmental efficiency. The product range includes brake systems for heavy vehicles, power systems for off-road vehicles, four-wheel-drive systems for light vehicles, and specialty spring wire products for combustion engines.

For further information contact Ulf Ahlén, President of Traction Systems, phone +46 418 47 65 00, or Claes Warnander, President and CEO of the Haldex group, phone +46 8 545 049 50.