

For Immediate Release
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Rochester Hills adds 14th New Business in 2009
Active Tools USA to Open First U.S. Facility in Rochester Hills

Rochester Hills, MI- Active Tools USA, subsidiary of Active Tools International, Ltd., has announced plans to open its first U.S. facility in Rochester Hills, Michigan in an effort to capitalize on the growing demand for smaller, more fuel efficient cars in the North American market. Active Tools USA manufactures a full range of innovative flat tire repair solutions that enable automakers to significantly reduce cost and mass, thereby helping to achieve the challenging CAFE (*Corporate Average Fuel Economy*) emissions standards set by the U.S. government.

“Our Rochester Hills office will position us just a stone’s throw away from the major automakers, enabling us to provide unmatched local support,” said Ben Spencer, Vice President of Active Tools North America. “This, along with our market-leading products, gives us the edge at the sourcing table.”

Active Tools’ announcement adds to the growing number of companies that have moved to Rochester Hills in the first six months of 2009.

“In a difficult economy, we have added 14 new companies since January,” said Rochester Hills Mayor Bryan K. Barnett. “Like many of our companies, Active Tools offers products and technology that reduces the planet’s carbon footprint, and I couldn’t be more pleased that it chose to expand in our city.”

The 17,000-square-foot facility is located just south of M-59, east of Crooks Road and will serve as the company’s center for design, engineering, new product development, sales, testing and packaging. Additionally the company will add several new employees by the end of the year and have more space for growth and expansion.

“Our focus at the Rochester Hills office will be product advancement, supporting our existing clients, and growing our future client base,” said Spencer.

Active Tools International is a privately held company established in 1996 with its headquarters in Hong Kong. It is the global leader of tire inflation and seal equipment and has been providing products to major automakers in Europe and Asia for 10 years. Its global facilities include a sales and engineering center in Denmark, sales offices in Germany and China, production facilities in Dongguan, China, and tire sealant development facilities in a joint venture with Trydel Products, Australia.

Established in 1984, the City of Rochester Hills supports more than 200 tech-savvy businesses and offers a complete and diverse community. Recently voted one of the top 100 best places to live (2009) the City of Rochester Hills is committed to being the preeminent place to live, work and raise a family. For more information on City Planning and Development contact Dan Casey, Manager of Economic Planning & Development.

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