



Schrader[®] Awarded Frost & Sullivan's 2012 North American Product Leadership Award

Schrader's TPMS Technology Recognized for Technical Sophistication, Coverage and Ease of Use

DENVER, Colo. (April 17, 2012) – Schrader, the leading global manufacturer of sensing and valve solutions, today announced that the company has been awarded Frost & Sullivan's 2012 North American Product Leadership Award in the Tire Pressure Monitoring Systems (TPMS) Aftermarket. The 2012 Frost & Sullivan award recognizes Schrader's patented EZ-sensor™ technology, specifically its wide vehicle coverage, technical sophistication, functionality and ease of use.

"Frost & Sullivan's Product Leadership Award is a valuable recognition of Schrader's accomplishments related to developing and distributing a truly differentiated replacement sensor technology, as well as raising awareness about lifesaving TPMS technology," said Hugh Charvat, President of Schrader International. "Demand for replacement sensors will only continue to grow due to the sheer growth in number of vehicles on the road and the U.S. legislation that ensures 100 percent of vehicles built after 2007 are fitted with TPMS. We're proud to be able to support that growth by providing replacement sensors with built-in Schrader innovation, quality, patented technology, ease of use and broadest coverage for the aftermarket."

Frost & Sullivan's research notes that the most innovative aspect of the EZ-sensor is the seamlessness and simplicity of its programmability. According to Frost & Sullivan, Schrader, being the market leader in TPMS sensors and premier supplier to global OEMs, has successfully translated their deep understanding of TPMS to create a product that is easy enough for the installer to master, requires minimal investment to update, and can be used for the widest range of vehicle models operating in the market. In being able to strike the right balance between quality and market needs, Schrader's patented EZ-sensor has distinguished itself as a truly innovative product.

"Schrader maintains our leadership position with OEM vehicle manufacturers as well as Aftermarket repair professionals by ensuring the quality and reliability of our TPMS systems," said Trevor Potter, Vice President of North American Aftermarket sales at Schrader International. "Plus, unlike some of our competitors, Schrader's patented EZ-sensor technology is a truly programmable technology – meaning less SKUs to deliver better functionality, in addition to broader vehicle coverage."

According to Frost & Sullivan, universal, programmable sensors are a game-changer in the TPMS aftermarket, as they provide independent installers and tire dealers a more level ground for competing with vehicle dealers. The patented EZ-sensor further reduces labor inefficiencies, as it is easy for the installer to work with and two SKUs cover up to 90 percent of the market, allowing for reduced inventory. The combination of functionality and value enables installers to increase profit margins while servicing the estimated 70 million TPMS-equipped vehicles in North America.

Frost & Sullivan Best Practices Awards identify exemplary achievements within a multitude of industries and functional disciplines. The analysis on best practices conducted identifies companies, products, processes, and executives that have achieved world-class performances. These achievements are recognized with Frost & Sullivan Best Practices Awards.

For more information on Schrader, please visit www.SchraderInternational.com.

About Schrader®

Schrader® is the leading global manufacturer of sensing and valve solutions for automotive and industrial leaders, delivering solutions that protect and perform. Schrader is a pioneer in tire pressure monitoring systems (TPMS), a vehicle safety feature that is now standard on all cars and light trucks sold in the U.S. and growing in use globally, and is the leading supplier of TPMS sensors, valves, tools and training worldwide. Schrader is also widely known as the inventor of the industry-standard pneumatic tire valve – the same valve used on every motor vehicle in the world today.

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