

February 26, 2009

SIT – the Self Inflating Tire technology received another **prestigious industry award** and the company Coda Development is now **looking for partners** who can participate in bringing this unique product to the global tire market.

The Self Inflating Tire (SIT), an invention of Coda Development, has scooped the prestigious **Tire Technology of the Year** award at the **Tire Technology Awards for Innovation and Excellence 2009**, which were presented at the **Tire Technology Expo** in February 2009 in Hamburg, Germany.

This is yet another important recognition from the industry experts after the company introduced the SIT technology for the first time at the **2008 SAE WORLD CONGRESS** in Detroit last year, where it immediately received an esteemed **AEI TECH award**.

SIT technology now holds a unique combination of awards from the world's most important automotive and tire professional forums.

Coda Development has successfully tested a conceptual prototype and holds all patent rights related to the SIT technology. The company is now looking for suitable partners with sufficient resources and know-how to finalize the R&D process and produce a pre-production prototype to undergo on-road testing.

The Self Inflating Tire system is primarily designed to aid fuel economy and safety. As well as benefiting drivers through the elimination of unpopular pressure checks and inconvenient tire inflation, it helps to address the serious drawbacks of incorrect tire pressure.

SIT is an integral tire feature that uses atmospheric air to inflate the tire automatically when a vehicle is in motion, compensating for natural loss of pressure, and ensuring maintenance-free, constant tire pressure over the lifetime of the tire. SIT's key design feature is its simplicity, making it the first tire inflation system to be mass-production feasible. The whole system consists of only two components – the tube chamber serving the function of a peristaltic pump for the tire, and a managing valve to control the inflation.

"It's a fantastic, beneficial technology, yet remains a simple, inexpensive solution designed to be manufacturer-friendly," says Adam Gavine, editor of Tire Technology International. *"Production costs for incorporating this component will increase only marginally compared to regular tires, but the benefits the technology provides are considerable."*

Further information including an animated presentation of the system, the prototype video and an electronic press kit material, can be found at www.selfinflatingtire.com.

Obama's Call for Tire Inflation to Beat Gas Crunch:

"There are things you can do individually, though, to save energy. ... Making sure your tires are properly inflated - simple thing. But we could save all the oil that they're talking about getting off drilling." **Barack Obama, Aug. 1, 2008 in Springfield, Mo.**

