

“Best in class” for power and efficiency... the ATS AURORA® 3000 Turbo

Our #1 selling, all-purpose turbo for work and play



AURORA®
TURBO SYSTEMS

Additional features in this issue:

- We've remodeled and expanded to serve you even better
- The ATS website – easier, faster and packed with information
- Meet our engineers and mechanics who invent, design and manufacture ATS products
- New ATS products at the recent SEMA and National Western Shows



ATS is remodeling and expanding to serve you better!



Clint Cannon,
President

I am pleased to announce that ATS has taken on a massive remodeling and expansion program. We began this process over six months ago and we are within a few weeks of completion. Once the construction is finished and our furnishings moved back into place, we will have a much better looking and more efficient facility to serve our dealers and our customers even better

than in the past nearly two decades since ATS was founded. Our 104,000 square foot plant is located in Arvada, Colorado, a suburb of Denver at the foot of the Rocky Mountains. We invent, design, engineer and manufacture nearly all of our products and we consistently receive the highest praise for not only our products, but our outstanding customer service. Below are a few photos that begin to tell the remodeling and expansion story.



Showroom



Months of construction



Entry mosaic



Customer Service



Miscellaneous shop photos

The first floor contains a beautiful showroom, complete with a comfortable waiting area, displays of the newest ATS products, a service counter, video games and more. Behind the showroom is the customer service area where our staff is available to answer your questions about ATS products and to process your order.

Our administrative offices have also been upgraded. The latest technology has been installed for faster, better service. Next, the manufacturing and engineering areas and the installation shop with numerous service bays have all been upgraded to enable us to design, engineer and introduce new products at a much faster rate.

Our second floor has a large conference room with the latest technology for meetings and general presentations, along with our in-house support resources that have served ATS for many years.



If you haven't been to ATS, we invite you to stop in and see us when you're in the Denver area. If you have visited ATS before, you will hardly recognize the place because of our remodeling and expansion.

ATS Diesel Performance
5293 Ward Road, Unit 11
Arvada, CO 80002
Toll Free 866-490-5575
www.ATSDiesel.com



Sean Porter
Turbo Shop

The Aurora® 3000 is simply the finest turbo on the market today.

Our 3000 is a quick-response, high-pressure ratio turbo - and it is the ultimate in driveability for everyday driving, heavy towing, snowplowing, hauling a horse trailer, off-road and tons of other uses. It's an amazing turbo and it's easy to install in most any truck!

In addition, the Aurora 3000 will lower your EGTs, increase performance and give you better fuel economy. Best of all, right now, we have an excellent inventory of 3000s. We can ship one out to you tomorrow if you wish, or stop in at any of our more than 500 authorized dealers across the U.S.



ATS Aurora 3000 Turbo Kit



Joel Richards,
Webmaster

Thanks to your suggestions – our website is better than ever.

The ATS website has never been more information-filled and easier to navigate than it is today. And, we are working every day to improve it further through technology and information.

Your suggestions have been helpful in shaping our new direction. And your comments, as always, are welcome and appreciated as we move forward into 2010 and beyond. The website has a section for your comments. Simply go to "About ATS" and click on "Take a quick survey about our website" at the bottom of the page.



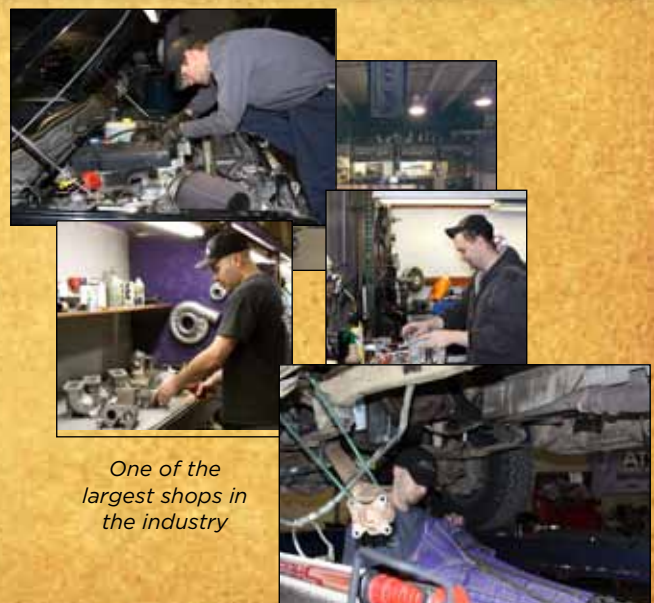
[www. ATSDiesel.com](http://www.ATSDiesel.com)

ATS invents, designs, engineers, manufactures and distributes its over 600 diesel truck products.

These are some of the ATS pros that make it happen.

ATS is proud of its technical team of engineers and mechanics that bring literally hundreds of years of experience to ATS. This is one of the reasons why ATS products are the finest performing and most durable in the industry. It's also why we can offer our exclusive 5 year, 500,000 mile warranty.

ATS focuses on fuel efficiency as much as power and has learned through sensible innovation, that you can have both.



One of the largest shops in the industry

ATS injects exciting, new diesel engineering into the 2009 SEMA Show.



*Matt Bozarth,
Marketing*



In the automotive industry, the Las Vegas SEMA Show is unmatched in its scope and reach. Diesels at the November event continued to dominate the landscape.

From the masses of people who attend each year, to the content that makes its way to the Internet, print and television, there is no better place to show off what ATS is made of, and ATS had a number of new and updated products to introduce at the show. With a unique and extensive lineup of products for Dodge, Ford, and GM trucks, ATS drew the interest of all diesel owners in attendance.

Power Stroke enthusiasts were excited to see the addition of the Aurora Turbo System for the 1999.5-2003 7.3L to the ATS lineup. This kit has been in development and testing for some time and solves a number of issues with the Ford concerning upgraded power and durability.

GM Duramax fans were treated to the debut of the ATS exhaust manifold and up-pipe package for 6.6L trucks. Visitors to the ATS booth were able to view the kit inside the showcase at the booth and instantly knew why the manifolds would be the next must-have upgrade for their customers as well as their own trucks.

For late model GM and Dodge owners, the Atomizer Power Module is a quick, simple install which will give increased power and fuel economy. Dodge Cummins owners with the new 6.7L Ram and automatic transmission have had an immediate need for help in the transmission department and ATS had the 68-RFE Five Star Torque Converter on hand to view.

The ATS annual booth at Denver's National Western Stock Show



For many years, ATS has supported the National Western Stock Show in Denver, Colorado with a booth featuring ATS products. A time to meet our customers and to introduce ourselves to prospects.

The ATS booth was strategically located just outside the rodeo arena and it attracted many truck enthusiasts who pull horse and livestock trailers. It was also amazing how many used their trucks for plowing snow, towing, off-road and even racing.

Most of the equine and livestock people in attendance were amazed at the size and number of products ATS has to offer. A big hit with those visiting the booth was the ATS Ford 7.3 Turbo System.

The National Western draws over 600,000 attendees each year and is the largest show of its kind in the U.S.