

BOSS PRODUCTS USA TEAMS UP WITH DAIMLERCHRYSLER

ANN ARBOR, Mich., January 1, 2005--BOSS PRODUCTS USA and DaimlerChrysler have teamed up on two separate vehicle projects for 2005. Boss which produces magnetic filtration applications for the automotive industry will provide products to DaimlerChrysler for future testing and cost reduction programs. Both programs will feature BOSS' flagship product, Magnefine, an in line magnetic filter for its automatic transmissions.

BOSS PRODUCTS is working with DaimlerChrysler on its latest research and development vehicles. The diesel hybrid electric Ram trucks will be fitted with Magnefine filters to allow DCX engineers to evaluate the benefits of magnetic filtration.

"BOSS PRODUCTS is excited that DaimlerChrysler chose our Magnefine magnetic transmission filter for its Ram truck research and development program," said Peter Raciti, Boss' Director of Engineering. "We are confident that Magnefine's cutting edge technology will help these Ram prototype trucks exceed engineering durability expectations," he added.

BOSS and DaimlerChrysler are also engaged in a warranty cost reduction effort for all DCX North American vehicles. BOSS will supply DCX with Magnefine magnetic transmission filters and service kits to reduce warranty costs and improve customer satisfaction.

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“We are pleased for the opportunity to be assisting DaimlerChrysler with its warranty cost reduction effort,” said Len Kelsey, director of marketing, BOSS PRODUCTS USA. He added, “our Magnefine magnetic filters have proven to extend the life of a vehicle’s automatic transmission, saving money for both the OEM and its customer.”

Boss Products USA designs and distributes magnetic fluid filtration systems for both Original Equipment Manufacturers and the automotive aftermarket. The company is a division of Boss Components (Aust) Pty Ltd of Australia with sales and marketing offices located in the United States, Australia, New Zealand, Italy, the United Kingdom and South Africa. Boss Products has been a leader in automotive magnetic filtration since 1984.

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