

8th April, 2008

ALFA 8C COMPETIZIONE PROTECTED BY COBRA

Cobra UK, a subsidiary of Cobra Automotive Technologies, one of the major international operators in the field of security solutions for the automotive market, are delighted to announce that their CobraTrak ADR (Automatic Driver Recognition) system has been selected by Alfa Romeo UK as the only approved stolen vehicle recovery system for their spectacular new Alfa 8C Competizione supercar.

The system includes features such as automatic driver recognition, and automatic detection of theft when a vehicle is stolen with the car keys. The system is Thatcham TQA accredited and recognised by all major UK insurers.

Damien Dally, Alfa 8C Competizione Brand Manager for Alfa Romeo UK said, "The Alfa 8C Competizione personifies "state of the art " in the automotive world, and stands to be one of the most desirable (in every sense of the word) cars of modern times. Sadly, the downside to this is its potential desirability to the most sophisticated car thieves. The unique features of the CobraTrak ADR system, as well as the pan-European coverage provided by Cobra, offer us an industry leading solution that meets our high engineering standards, whilst providing our customers with significant peace of mind".

Andrew Smith, Cobra UK Managing Director said: "This is another wonderful endorsement of the capabilities of our CobraTrak ADR system, and we are thrilled to be working together with Alfa Romeo.

Owners of rare prestige vehicles like the 8C work extremely hard to ensure their cars are presented, maintained and stored to the most exacting standards. Cobra's key aim is to give 8C Competizione owners peace of mind that the CobraTrak ADR system will help them keep their pride and joy safe and secure too".

Leading marques such as Bentley, Ferrari, Maserati, Porsche, Nissan and Renault put their trust in Cobra, deploying full stolen vehicle tracking services at pan European level with integrated OE stolen vehicle tracking coverage in 36 countries and Russia.

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Note to Editors

Cobra Automotive Technologies, based in Italy, is a leading international group in the field of security solutions for the automotive segment, offering a unique integration of Location Based Services and Electronic Systems for the prevention and management of risks associated to vehicles: theft, hi-jack, fraud and low speed manoeuvres.

It provides stolen vehicle recovery services at a pan-European level (Bentley, Ferrari, Maserati, Nissan Europe, Porsche, Renault), and in Russia and Malaysia. Within Europe, Service Operation Centres assist customers in 36 countries.

Since 2007 Cobra has offered Smart Insurance Services for the customisation of policies.

Founded in 1975, Cobra is a partner to the main European and Asian vehicle and motorcycle manufacturers, for whom it develops solutions integrated in the original equipment. It has a network in the European and Asian markets of about 40 local commercial partners.

Cobra has direct operations in Italy, Germany, France, Spain, Switzerland, UK, Japan and China. Design and manufacturing of electronic systems take place at the company's Headquarters in Varese, Italy, while at the facilities in Sophia Antipolis, France, the software applications for providing location based services are developed.

Cobra was listed on the Milan Stock Exchange, STAR segment, on December 12, 2006.

The group's turnover in 2007 totalled 116.3 million Euros, an increase of 29.3% compared to the previous year.