



MEDIA RELEASE

1 May 2015

Hummingbird to be powered by REDARC

REDARC Electronics, today announced that it has completed its acquisition process and will combine forces with another “power source” in Hummingbird Electronics.

Hummingbird is renowned for their bespoke product development, unparalleled specialist knowledge and importantly for quality customer service. The business has enjoyed significant growth delivering, to their customers, electronic solutions for all vehicle types both within Australia and internationally. Hummingbird was the recipient of the 2014 Business of the Year in the Hunter Region Business Excellence Awards.

REDARC is an advanced manufacturing business with an unrelenting passion for product innovation, customer service and delivering world-class patented battery charging, portable solar, electronic safety and voltage converter products to local and international customers. REDARC was the recipient of the 2014 Australian Telstra Business of the Year Award.

Managing Director Anthony Kittel said he was excited about the road ahead as we combine the technologies and considerable knowledge base of Hummingbird and REDARC.

“Hummingbird has a nice portfolio of products and like us, has been focused on research and innovation, they hold some intellectual property in radio frequency, which will add weight to our products as well” he said.

REDARC and Hummingbird are highly complementary with comprehensive product portfolios, industry leading technological and innovative excellence together with outstanding staff.

“The most exciting outcome from this venture is the opportunity for us to offer our customers an enhanced experience by continually building on the product innovation, quality and performance of two successful teams.” Mr Kittel said

The exceptionally knowledgeable and passionate Hummingbird team led by Norman Ballard, Business Leader winner at the 2014 Hunter Region Business Excellence Awards, are thrilled about joining REDARC. The Hummingbird operation will continue to be located at Taylors Beach, in NSW with **Norman Ballard** appointed to the role of Business Innovation and Development Manager and with **Kyle Dix**, relocating from REDARC in SA, appointed to the role of General Manager.

Yours sincerely,

Anthony Kittel
Managing Director
REDARC Electronics Pty Ltd

Norman Ballard
Managing Director
Hummingbird Electronics Pty Ltd



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