

For Immediate Release
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AUTOXLR8R DEMO DAY AUGUST 7

First auto-focused accelerator showcases the future of automotive technology

Spring Hill, TN – autoXLR8R, an automotive technology focused accelerator, will hold a Demo Day in Spring Hill, August 7 from 10 – 12 pm at the Northfield Workforce Development and Conference Center (former GM-Saturn corporate headquarters).

The goal of the autoXLR8R program is to identify, commercialize and fund high-potential technologies applicable to the automotive industry. The program is supported by a network of auto industry executives, engineers and researchers from across the Southeast.

autoXLR8R companies were given \$20,000, and participated in an intense 13-week boot camp supported by an impressive line-up of mentors to work on their technologies and business models. This auto-industry focused program represents a new model of innovation, as increasingly auto R&D is coming less from the large automakers and more from suppliers and entrepreneurs.

“We are extremely proud of the accomplishments made these past few months,” said Executive Director, Dan Marcum. “From advanced prototyping to alpha releases, these founders have worked tirelessly to move their companies forward. I feel confident that this cohort has many opportunities ahead of them and many of these founders will make a profound impact on the auto industry,” said Marcum.

Investors and media are invited to attend the autoXLR8R Demo Day.

Presenting companies include:

Green Dot Charging: An innovative hands-free charging platform for electric vehicles

Orzata: An enabling technology for rapid prototyping of cutting edge computer vision algorithms

Alert/Divert Systems: Remote devices for safe on-demand traffic diversion

Graphenics: A patented process for producing the space-age material graphene

Consensium: A provider of predictive consumer intelligence for automotive OEM's

Mach Fuels: A solutions aggregator for alternative fuel conversions

Ecoviate: A patented device for reducing emissions of greenhouse gas at the tailpipe

Amble Tech: A wheelchair alternative for access to varying terrain and heights

Over the past several weeks, the autoXLR8R program provided these founders everything from CNC machinery access to scientist consults from Oak Ridge National Lab. The progress made by some of the companies is more than many companies can accomplish in a year.

"I think each founder here would tell you that it's simultaneously been an enormous amount of fun and an overwhelming amount of work," said Mike Nichols, autoXLR8R Program Director. "Coming out on the other side of this program is an entirely different caliber of entrepreneur than the ones that showed up here back in May. Important stories started here this summer, which is really appropriate on the former Saturn site where one of the gutsiest and most successful automotive startup stories of all time took place," said Nichols

A diverse group of mentors from the Southeast provided on-going support to the founders. The Southern United States is the 2nd fastest growing region in the automotive industry and is home to a wealth of assets. The autoXLR8R program created and leveraged an Alliance of organizations across the region to ensure the founders had access to the best of the best in order to give each company the greatest chance of success.

Alliance mentors included product development and commercialization executives, researchers and engineers from such organization as Nissan, General Motors, Mercedes, Oak Ridge National Lab, Eastman Chemical, Clemson University's International Center for Automotive Research, Alabama Institute for Manufacturing Excellence at the University of Alabama and many more.

autoXLR8R Demo Day Details

When: Wednesday, August 7, 10 -12

Where: Northfield Workforce Development and Conference Center, Spring Hill, TN (former GM-Saturn corporate headquarters)

RSVP: Media may RSVP to Sally@hallstrategies.com; investors to Tara@autoXLR8R.com

About autoXLR8R

autoXLR8R is a 13-week automotive accelerator program developed by the Southern Middle Tennessee Entrepreneur Centers (SMTEC). The program's mission is to identify, commercialize and fund promising new technologies applicable to the automotive industry.

About the Southern Middle Tennessee Entrepreneur Centers

SMTEC is one of nine regional entrepreneurial accelerators that have been established throughout Tennessee to assist entrepreneurs. SMTEC provides mentoring, education and training, strategic and technical support, and assistance identifying sources of capital.

For more information visit autoXLR8R.com.