

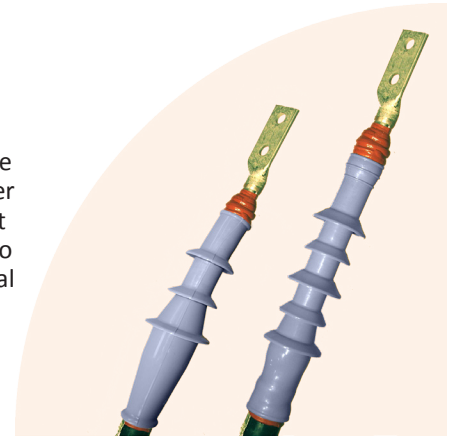
## NEW PRODUCTS

### TITAN 25-35kV TERMINATIONS

DSG-CANUSA has expanded their range of TITAN Series of medium voltage cable terminations to 5-35kV. TITAN cable terminations are designed for the Industrial and Electrical Utility markets for single-core polymeric cables and offer a one-piece compact design for quick and easy, cost effective installation using a removable, plastic spiral rip cord housing.

The competitively priced TITAN UD Series and G Series cold shrink terminations use a silicone rubber insulating tube designed to provide excellent UV resistance and a track resistant outer surface for long service life. TITAN features a five skirted design for outdoor applications that provides extra creepage distance and superior weathering performance. The new design also features a unique integrated geometric stress control system that offers exceptional electrical performance and includes thixotropic sealants to ensure maximum protection against moisture ingress.

TITAN UD Series covers 15kV-35kV rated URD cable and TITAN G Series covers 5-35kV rated Shielded Power cables for conductor sizes #2AWG to 1500kcmil. TITAN terminations are independently qualified to the stringent performance requirements of IEEE-48-1996 Class 1 cable accessory standards.



FOR MORE INFORMATION ON THE TITAN SERIES OF CABLE TERMINATIONS PLEASE VISIT [HTTP://DSGCANUSA.COM/PRODUCTS/PRODUCT\\_TITAN.HTM](http://dsgcanusa.com/products/product_titan.htm)

## DSG-CANUSA NEWS

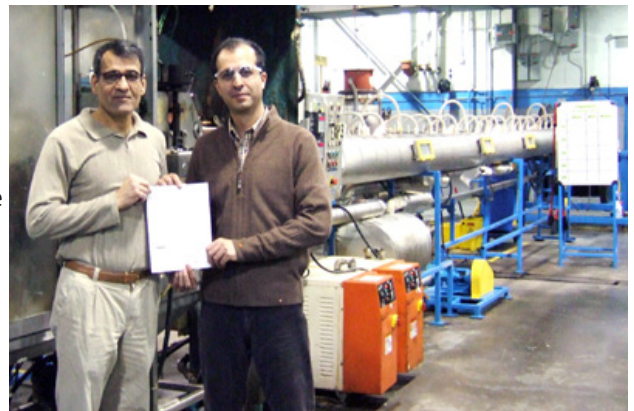
The City of Toronto created a program to assist organizations in identifying ways to reduce water consumption. The Water Saver Program helps participants save money by implementing a permanent process or an equipment change.

DSG-Canusa and the City of Toronto have teamed up to launch a 10 year Water Saver Program. The purpose of the Water Saver Program is to reduce water consumption at medium and heavy wall expanders which are using city water for cleaning and cooling purposes.

A water purge system was recommended to allow for the minimization of water usage at medium and heavy wall expanders. All eight expanders at DSG-Canusa have been redesigned to have 100% of the cooling water recycled through a closed loop system, which are connected to the chiller.

The cooling water is easily recyclable as it is not in contact with tubing. The cleaning water could not be recycled as it is in contact with tubing therefore resulting in contamination.

DSG-Canusa's total water saving volume is estimated to be about 85,000 m<sup>3</sup> per year. DSG-Canusa was nominated for the Green Toronto Award in 2009.



#### INSIDE SALES REPRESENTATIVES

INSIDE SALES REPRESENTATIVES	TELEPHONE #	EMAIL ADDRESS
JIM HUNTEBRINKER	513-632-1740	jhuntenbrinker@dsgcanusa.com
NANCY HEILMANN	513-632-1742	nheilmann@dsgcanusa.com
CONNIE DUNCAN	513-632-1744	cduncan@dsgcanusa.com
KATHY CLAPP	513-632-1750	kclapp@dsgcanusa.com
GEORGEANN MARSH	513-632-1743	gmarsh@dsgcanusa.com
COLLEEN DIBIASIO	416-744-5845	cdibiasio@dsgcanusa.com
JOEL GRUNKEMEYER	513-632-1745	jgrunkemeyer@dsgcanusa.com

#### REGIONAL SALES MANAGERS

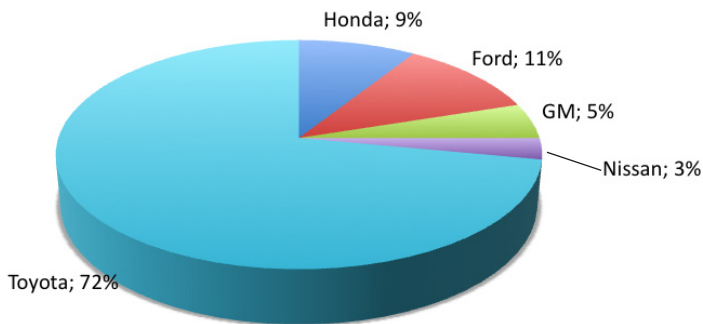
REGIONAL SALES MANAGERS	TELEPHONE #	EMAIL ADDRESS
JIM RAUSSEN	513-236-6660	jraussen@dsgcanusa.com
JOE CEBULSKI	708-471-9118	jcebulski@dsgcanusa.com
TOM ST JOHN	817-478-3371	tstjohn@dsgcanusa.com
MICHAEL D'ORAZIO	248-471-4220	mdorazio@dsgcanusa.com
GARY MCCLINTICK	517-639-2021	gmclintick@dsgcanusa.com

## DSG-CANUSA APPLICATIONS

### HYBRID VEHICLES

The growing concerns over the reduction of carbon emissions and unpredictable oil prices have forced global automotive manufacturers to invest into the development of better alternative fuel vehicles. A hybrid car, also known as a hybrid electric vehicle, is an automobile that is powered by two sources; an internal combustion engine, and an electric motor.

Connecticut, built around 500 electric cars over a two-year period. Forward to the 1900's, electric vehicles enjoyed success into the 1920s with production peaking in 1912. The years following until the 1960s were unproductive years for electric vehicle development and the use of a hybrid vehicle as a mode of personal transportation was declining.



Nearly every major automobile manufacturer has announced either the future launch of a hybrid car or has already launched a hybrid vehicle in the last decade. Key players in the automotive hybrid electric industry include Chrysler, Ford, General Motors, Honda, and Toyota. Automotive organizations continue to tap into this nascent and lucrative market.

#### History

The hybrid car business has been in production since the 1800's. With the launch of an electric powered taxicab in England, The London Electric Cab Company began regular service using cars designed by Walter Bersey. The Bersey Cab, which used a 40-cell battery and 3 horsepower electric motor, could be driven 50 miles between charges.

In 1897 the Pope Manufacturing Company of Hartford,

The 1960s and 1970s saw a need for alternative fueled vehicles to reduce the problems of exhaust emissions from internal combustion engines and to reduce the dependence on imported foreign crude oil. Many attempts to produce practical electric vehicles occurred during the years from 1960 to the present.

#### Financial Trends

On a global level, (based on 2010 sales) Japan continues to dominate the hybrid business with the infamous Toyota Prius and Honda Insight vehicles. The Ford Fusion and Escape vehicles continue to grow in sales.

July 2010 sales of hybrid vehicles were up 9.9% compared to June 2010 sales in the United States. However, the July 2010 figures have declined by approximately 38% as 2009's "Cash for Clunkers" program had a significant impact on hybrid sales. The "Cash for Clunkers"

program was a government initiated incentive to purchase a fuel efficient vehicle which eventually boosted automotive sales and put safer and cleaner vehicles on the roads.

The U.S. government's Energy Policy Act of 2005 offers tax incentives to consumers who purchase a fuel-efficient vehicle. The Canadian government also offers a tax rebate program for those interested in purchasing a 'green' car. An increase in sales of 15.1% was calculated for 2009 in comparison to 2008.

#### Chevrolet Volt

Chevrolet, a division of General Motors, is launching their first plug-in electric vehicle, the Chevrolet Volt, a hybrid car expected to launch in November 2010. The wheels on a Volt are driven by electricity, provided either by the onboard battery or gasoline engine that powers a generator.



The Chevrolet Volt can be plugged in to a standard household outlet and charged overnight. General Motors executives anticipate that it will sell 10,000 exclusive Volts in the first year of release and then make the Volt available nationally and sell 30,000 units in 2012.

The hybrid car industry is reported to have a bright future. Consumers won't be the only ones pleased with their environmentally friendly car. Automotive organizations have relied on SUV's to be one of their largest profit centers.

Hybrids continue to be a lucrative market that will ensure sustainability in the changing automotive environment. According to J.D. Power and Associates, 44 new hybrid models are expected to be available and sales are expected to grow to around 20% by 2012.

#### DSG-Canusa's Role

DSG-Canusa's heat shrink tubing products are designed specifically for automotive applications. DSG-Canusa has worked with original equipment manufacturers to customize products and meet the requirements for hybrid vehicle platforms as heat shrink offers flexible and multi-purpose protection and insulation.

DSG-Canusa's products are resistant to fluids, are flame retardant, protect against abrasion and offer premium electrical protection. DSG-Canusa's heat shrink products, such as CPX-100 are applied on bus bars and can withstand and adhere to the bus bars during forming and vehicle use.

DSG-Canusa's products also can be used for isolating noise from electrical systems, such as GPS or in car-entertainment as they interact with each other. DSG-Canusa is committed to the evolving needs of the automotive market and can provide custom solutions, new products and reliable supply. Our participation in the electric hybrid car market is just beginning and we are excited by the many opportunities to grow with our customers.

**For more information on DSG-Canusa's solutions for hybrid vehicles, please visit [www.dsgcanusa.com](http://www.dsgcanusa.com) or e-mail [automotive@dsgcanusa.com](mailto:automotive@dsgcanusa.com).**