

South Australian based automotive electronics manufacturer, REDARC Electronics has announced that it ranked 302 in Deloitte's Technology Fast 500 Asia Pacific 2004. The program is a ranking of the 500 leading technology companies across the Asia Pacific region based on percentage revenue growth over a period of three years. REDARC grew 98 percent during this period.



REDARC's CEO, Anthony Kittel (pictured) credits the efforts put in by the entire REDARC team and the release of innovative high quality products with the company's 98% revenue growth over the past three years. He said, "REDARC's success has resulted from our shared philosophy that 'the Customer is King'. Our team ensure that each customer is totally satisfied with the product and they are treated to warm, friendly service and excellent after sales support and free technical assistance.

We appreciate that 'putting our best foot forward' is critical to the business achieving its' objectives and ensuring total customer satisfaction".

"Those companies that have earned a position in this year's Deloitte Technology Fast 500 Asia Pacific have made a significant achievement. The average revenue growth for the companies on the list was 400 percent, and for the top five winners - 15,783 percent. The results give us strong grounds for real confidence. The increased rates of growth and exceptional performance across all sectors reflect that Asia Pacific technology leaders are back on track," said Ian Thatcher, Partner in Charge, Deloitte Technology 500 Asia Pacific.

The winning companies came from a variety of technology businesses and industry sectors from across Asia Pacific.

Mr Thatcher said: "To succeed in today's Asia Pacific technology markets, companies need to be not only customer-focussed, but have the ability to adapt to changes and new technologies.

"It is also important to note that rapid growth is not limited to small business only - our ranking shows that over 16 percent (82) of the 500 winning companies have revenues in excess of US\$100 million and about 5 percent (24) have revenues in excess of US\$1 billion."