



## PRESS RELEASE

FOR IMMEDIATE RELEASE

### Going Green with V-KOOL<sup>®</sup> for Nissan and Volkswagen in Taiwan

**19 August 2009, Singapore** – V-KOOL<sup>®</sup> technology has been chosen by both Nissan and Volkswagen as the preferred partner in their efforts to offer “green” automobiles for all their car dealers in Taiwan.

For a period of two years, a total of 55 Nissan and 45 Volkswagen car showrooms in Taiwan will offer V-KOOL<sup>®</sup> advanced climate control window film, including the world’s first clear film - V-KOOL<sup>®</sup> 70 - as part of their standard package for all their car models.

“More than 20 million cars worldwide have been retrofitted with V-KOOL<sup>®</sup> technology. We are very proud to partner Nissan and Volkswagen’s efforts to incorporate “green technology” like V-KOOL<sup>®</sup> advanced climate control coating into their cars to enjoy fuel economy and reduce CO<sub>2</sub> emission into the atmosphere,” said Ms Cindy Lin, General Manager of V-KOOL<sup>®</sup> Taiwan.

Based on test reports, a car coated with V-KOOL<sup>®</sup> advanced climate control coating is expected to derive at least 3% fuel efficiency, reduce 132 kg of carbon dioxide per car per annum, and improve passengers’ time to comfort by 25% faster as compared to tinted glass windows.

V-KOOL<sup>®</sup> advanced climate control coating is spectrally selective in nature hence it is capable of letting in 70% of visible light through the front windscreen while cutting off up to 94% of sun’s infra-red heat and 99% of ultra-violet rays.

“We are very pleased to have found a partner in V-KOOL<sup>®</sup> whose green attributes are in line with Nissan’s corporate social responsibility plans of contributing to a more sustainable environment. More importantly, going green will help our motorists decrease their carbon footprints and fuel costs by enhancing fuel efficiency amidst the challenging economic environment,” said Mr. Tain Ci Song, PDI Factory Director of Nissan Taiwan.

The V-KOOL<sup>®</sup> partnership with Nissan and Volkswagen represents a milestone in the automotive industry in Taiwan as all car sales consultants will be trained to have an in-depth knowledge of V-KOOL<sup>®</sup> window films as part of the V-KOOL<sup>®</sup> Car Dealership Program.

“Taiwanese car owners generally have high expectations. They demand high performance window film coatings and will actively look for clear window coating film for their front windscreen for better visibility, effective heat control and fuel efficient technology. V-KOOL<sup>®</sup> advanced climate control window coating films fit the bill, said Mr. Deam Pai, Parts-Dealer Support of Vbeldare Motor Limited Taiwan Branch, the exclusive distributor for Volkswagen in Taiwan.

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### **About V-KOOL® International Pte Ltd**

V-KOOL® International is recognized globally as the leader in providing daylight harvesting and energy efficiency solutions through advanced thin film coatings for architectural and automotive glass. V-KOOL® Technology is widely adopted by automotive dealerships of Audi, Mercedes, Volvo, Volkswagen, Renault, Peugeot, Citroen, Toyota, Nissan, Subaru, Mazda worldwide. To-date, 18 million car owners in close to 30 countries are enjoying the benefits of up to 94% heat rejection and reducing 2.4 million tonnes of CO<sub>2</sub> emission with V-KOOL®.

Manufactured and processed in USA and Germany, V-KOOL® Technology has won numerous accolades globally, including the prestigious Top 100 Inventions of the Millennium by US Popular Science, Singapore Superbrand Award, Thailand and Taiwan Consumer Best Buy Awards, Singapore Promising Brand Award and China Top 10 Window Film Brands. With continuous product development as a focus, research team and technical laboratories are located in Singapore, Japan, USA, China, USA and Germany.

### **About V-KOOL® Taiwan**

V-KOOL® Taiwan is the exclusive master franchisee appointed by V-KOOL® International for the sub-licensing, marketing, retailing and promoting of V-KOOL® automotive window films in Taiwan.

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