



## PRESS RELEASE

FOR IMMEDIATE RELEASE

### **P.T. Toyota Astra Motor offers V-KOOL® Advanced Climate Control Window Film in 'Green' Automobiles throughout Jakarta**

**6 March 2009, Singapore** – V-KOOL® Advanced Climate Control Window Films have been chosen by P.T. Toyota Astra Motor and offered throughout its car dealerships in Jakarta, Indonesia.

"The V-KOOL® advanced climate control window film retrofitted on Toyota's auto brands such as Camry and Altis series would enable motorists in Jakarta to decrease their carbon footprint while saving money by enhancing fuel efficiency amidst the challenging economic environment," said Darma Eddie Salim, Managing Director, P.T V-KOOL® Indo Lestari.

In general, a Toyota's car coated with V-KOOL® advanced climate control window film is expected to derive at least 3% fuel efficiency; reduce 132 kg of carbon dioxide per car per annum which is equivalent to 11 trees did annually; and improve passengers' time to comfort by 25% faster as compared to tinted glass windows.

In addition, V-KOOL® advanced climate control window film is spectrally selective in nature, that is, capable of letting in 70% of visible light through the front windscreen (FWS) and cutting off up to 94% of sun's infra-red heat and 99% of ultra-violet rays. This green attributes prevalent in V-KOOL® advanced climate control window films are in line with Toyota's corporate social responsibility for a sustainable environment.

The Toyota + V-KOOL® partnership in Jakarta, Indonesia represents the first of its kind for automotive brand and window film supplier to offer advanced climate control window film solution plus comprehensive aftermarket upgrade at car dealership level. All Toyota sales consultants at car dealership level are trained and supported by customized V-KOOL® Car Dealership Program and specialists to ensure in-depth knowledge of the V-KOOL® window film package and good customer service program."

Wilson Lim, General Manager, V-KOOL International said, "motorists in Jakarta, demands for high performance window film coatings due to the hot weather and prolonged traffic jams. Many car owners are actively looking for clear window coating film for FWS application for better visibility and safety reason; effective heat control and fuel efficient technology that can be easily retrofitted onto the glasses of their automobiles. V-KOOL® advanced climate control window coating films fit the bill."

**V-KOOL International Pte Ltd**  
12 Jalan Kilang Barat #04-01  
Globamatrix Building  
Singapore 159354

Tel: 65 - 6276 - 0555  
Fax: 65 - 6276 - 8316  
Email: [info@v-kool.com](mailto:info@v-kool.com)  
[www.v-kool.com](http://www.v-kool.com)  
RCB Reg. No. 199506956Z





### **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 P.T V-KOOL® Indo Lestari**

P.T V-KOOL® Indo Lestar 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 Indonesia.

For more information or media interviews, please contact,

Ms Christina Tan  
Marketing Manager  
Tel: +65-6276-0555  
Email: christina.tan@v-kool.com

**V-KOOL International Pte Ltd**  
12 Jalan Kilang Barat #04-01  
Globamatrix Building  
Singapore 159354

Tel: 65 - 6276 - 0555  
Fax: 65 - 6276 - 8316  
Email: info@v-kool.com  
www.v-kool.com  
RCB Reg. No. 199506956Z

