



PRESS RELEASE

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V-KOOL® Appoints Renowned Autohub Group in Philippines to Distribute Premium Window Films

07 April 2011 – V-KOOL®, the leading advanced climate control window films for automotives, continues to expand its network in Asia and announced today that it has successfully signed up Autohub Group in Philippines as the exclusive master franchisee for V-KOOL® automotive retrofits business. Autohub Philippines has incorporated V-KOOL PHILS, INC to develop the V-KOOL® business in terms of supplying premium window films to car dealerships, appointing new unit franchisee and launching the first ever full fledged outlet concept for window film business in the Philippines.

According to the Chamber of Automotive Manufacturers in the Philippines (CAMPI), new car sales grown by 5.8% in Feb 2011, a good sign considering the high growth seen in 2010, whereby a record of 168,490 units of cars were sold, the highest in a 14 year-period. “The launch of V-KOOL® in Philippines is timely and we are honored to partner a high growth enterprise, Autohub Group, established since 1998 and holds distributorship and dealership rights for famous auto brands like Mini, Piaggio, Ford Nissan, Hyundai, Madza and others in Philippines, “ said Mr. Wilson Lim, General Manager, V-KOOL International Pte Ltd.

“We believe this is a win-win relationship and V-KOOL® is a viable option given that car owners are getting more sophisticated and savvy in their need for best-in-class high performance window films. The V-KOOL business presents an attractive add-on to Autohub business portfolio. In addition, there is an increasing demand for energy saving products that is in line with the growing awareness of climate change and global warming that car owners are seeking to mitigate their carbon footprints while enjoying a cooler ride,” said Mr. Willy Q. Tee Ten, Founder, Autohub Group.

Mr Lim opined that a car coated with V-KOOL® is expected to reduce interior car temperature by at least 6 degree celcius, achieve fuel economy of 3%, reduces 132kg of CO₂ emission per car per annum or equivalent to 11 trees saved in a year.

V-KOOL® is the world’s first clear, spectrally-selective applied film which transmits more than 70% of daylight while rejecting 99% of ultra-violet and 94% of infra-red heat. Other than its signature product V-KOOL 70, there is a full suite of spectrally-selective films offered to car owners to derive maximum heat rejection while promoting safe driving. The films are manufactured in the United States using advanced multi-layered sputtering technology.

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ABOUT V-KOOL INTERNATIONAL PTE LTD

V-KOOL International Pte Ltd, a company of St Louis, Missouri, USA Headquartered Solutia Inc., 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, 22 million car owners in close to 30 countries are enjoying the benefits of up to 94% heat rejection and reducing 2.6 million tonnes of CO₂ 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 Prestige 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.

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