



PRESS RELEASE

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Advent of V-KOOL® Heralds a New Era of Change in the Window Film Industry in South Korea

13 May 2011, Singapore – V-KOOL®, the advanced climate control premium window films for automotive glass, continues to expand its global footprint in Asia and announced today that it has successfully signed up GRTech Co.,Ltd (GRTech), as the exclusive master franchisee in South Korea. GRtech has established a new dedicated window film division to develop the V-KOOL® business in terms of supplying premium window films to car dealerships; appointing new unit franchisees and launching the full-fledged outlet concept for V-KOOL® in South Korea. The first V-KOOL® full fledged outlet is now open for business at high end Gangnam-gu area, South Korea.

“The Korean market is inundated with low tech and poor performance window films. The advent of V-KOOL® in Korea, heralds a new era of change in the window film offerings in the Korea market. Consumers in Korea are getting more sophisticated and demanding for the best-in-class performance window films that commensurate with what they are paying for in terms of car’s brand, comfort, heat rejection performance and worthiness. V-KOOL®, widely known for its high heat rejection, prestige, premium-ness, uncompromising service experience fit the bill that car owners in Korea are looking for. In addition, existing window film players or potential new entrants to the trade can opt to convert or join the proven V-KOOL® franchise business format, said Mr Wilson Lim, General Manager, V-KOOL International.

The Korea car sales growth is on an upward trend. Sales of imported cars in South Korea hit a new high in March. A total of newly registered import vehicles reached 10,290 in March, up 44.9% from the same month last year, according to the Korea Automobile Importers and Distributors Association (KAIDA). BMW was the best-selling foreign brand with 2,982 units sold in March, followed by Mercedes-Benz with 1,712 units, Volkswagen 888 and Audi 857, according to the KAIDA. On the domestic front, Hyundai led the market by way of sales volume last month at 340,647 units overall (+9.7%). The OEM’s sales in the local market rose 8.6% to 60,073 units. The launch of V-KOOL® in South Korea is opportune. “We expect a win-win partnership with GRTech, said Mr Lim. Established since August 1994, GRTech is a major player in the car grooming business. Its premium car grooming franchise (CarUp®) spans more than 150 outlets across the island.

“The ingredient for success is evident. The combination of GRTech and V-KOOL® is a formidable one. GRTech has the know-how and knowledge of the automotive trade in Korea while V-KOOL® represents the best-in-class window film solution for car owners and dealerships. In addition, to succeed in any business, one needs to have passion. I believe we have found in V-KOOL®, a brand that the management and team can be passionate about,” said Mr. Il Hwan Kim, Chief Executive Office, GrTech.

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