

## Press Release

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### **Philips Automotive Accelerates Mobility Innovation in Asia**

*New automotive products and solutions launched at Automechanika Shanghai 2011*

**Shanghai, China** –The Growth of emerging markets like China is changing the geography of the mobility industry. And as requirements change, Philips Automotive Lighting, the leading automotive lighting player, shows its determination to accelerate innovation for Mobility Asia at Automechanika Shanghai by unveiling its latest automotive solutions at Automechanika Shanghai. These products include Philips LongLife EcoVision Headlamp, the new Philips GoPure Automotive Clean Air System and other two LED lamps.

The total energy consumption of shanghai from 1985 to 2005 revealed a nearly 3 times increase, which reached 80.7 million tons standard coal in 2005. And by the end of 2010, over 1,702,500 motor vehicles were on China's roads with even more coming. Urban centers like Shanghai are estimating a further 15.6% in auto growth. Rising fuel prices and protecting the environment are two big issues facing the local consumers as well as automotive industry.

“Our mission is to constantly deliver the optimal driving experience for everyone on the road while still understanding the need to integrate even more value for our customer,” said Mr. Dominiek Plancke, General Manager, Automotive Lighting, Philips Lighting, “Philips Automotive Lighting is taking a holistic approach designed to improve quality of life while people are on the move. Not only do these products offer end consumers style, they are also safer and environmentally friendlier.”

The new launched Philips LongLife EcoVision Headlamp is a meaningful solution for reducing climate impact and emissions. This hassle-free lighting solution lasts four times longer than other lamps. Motorists can drive 100,000 kilometers without the hassle of having to replace their headlamps. The fourfold reduction in maintenance also means a 75% reduction in waste, including packaging, lamp and transport, plus a reduction in industrial CO2 emissions for production and recycling. The new Philips LongLife EcoVision



Headlamp reduces the impact each driver has on the planet and helps you to save cost at the same time.

While people concern about the pollution such as smoke pollens and CO2 outside a car, they comparatively pay less attention to pollutants inside the car which comes from gasses such as formaldehyde and benzene that leak from plastics. The new GoPure Automotive Clean Air System offers an advanced filtering technology that removes harmful gases, viruses, bacteria, odor and fine particles from the car and offers a clean, healthy environment throughout the day. The system uses a 3-stage filtration system moving the air and its particulates through a Prefilter, a high efficiency particulate air (HEPA) filter and a patented Philips HESA filter. The New GoPure also offers 3 fragrance choices to suit a customer's different moods.

“These new all-star products will be available in the first half of 2012 in Asia with the new GoPure Automotive Clean Air System moving fastest and hitting China's shelves in the 1<sup>st</sup> quarter,” added Mr. David Thomas, Senior Director, Aftermarket APR, Philips Automotive Lighting, Asia Pacific. “Today, one out of three cars worldwide is fitted with a Philips lighting solution and we have full confidence that our automotive products will further provide a safer, environmentally friendly and stylish driving experience. Moreover, we are looking to develop more key partnerships in Asia so consumers have easier access to Philips innovations. ”

Automechanika Shanghai 2011 is Asia's largest trade fair for automotive parts, accessories, equipment and services.

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### **About Royal Philips Electronics**

Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is a diversified health and well-being company, focused on improving people's lives through timely innovations. As a world leader in healthcare, lifestyle and lighting, Philips integrates technologies and design into people-centric solutions, based on fundamental customer insights and the brand promise of "sense and simplicity". Headquartered in the Netherlands, Philips employs about 117,000 employees with sales and services in more than 100 countries worldwide. With sales of EUR 22.3 billion in 2010, the company is a market leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as lifestyle products for personal well-being and pleasure with strong leadership positions in male shaving and grooming, portable entertainment and oral healthcare. News from Philips is located at [www.philips.com/newscenter](http://www.philips.com/newscenter).