

For Immediate Release

## **Panasonic New Intelligent Inverter Top Loading Washing Machine**

*An Environmental Friendly Washing Machine for the Future of the Earth*

**Kuala Lumpur, 1 October 2009** – Panasonic Malaysia launches a total of four new models of inverter top load washing machines from 8kg to 14kg washing capacities. All models feature the *Jet Water Circulation and Dancing Pulsator* with high power washing performance and are environmental friendly.

Panasonic has always been pushing forward with initiatives and focusing heavily on R&D to bring the latest technological benefits to the customers. To meet the rising needs in environmental preservation and energy conservation, Panasonic have incorporated energy-saving technologies in these new models.

“With the new intelligent inverter technology, our new top load washing machine models are able to save about 50% of water and energy compared to the conventional 7-year-old washing machine. Besides that, with the new premium hand wash function, our washing machines can clean the delicate clothes that couldn’t be washed at home before,” said Tony Endoh, Managing Director of Panasonic Malaysia.

“With the innovative intelligent inverter, giving amazing water and energy savings, we are confident that the four new models are able to surpass current standards, realizing a high washing performance and environmental friendly.”

The new 8kg and 9kg model inverter top loading washing machines are available in October 2009 at all authorized Panasonic dealers nationwide at affordable prices of RM1,399 and RM1,499 respectively, while the 12kg and 14kg model will be made available in December 2009 at RM 1,899 and RM 2,099 respectively.

<b>Models</b>	<b>ASP (W.M)</b>	<b>Capacity</b>	<b>Availability</b>
NA-FS14X1	RM2,099	14kg	Dec 2009
NA-FS12X1	RM1,899	12kg	Dec 2009
NA-FS90X1	RM1,499	9kg	Oct 2009
NA-FS80X1	RM1,399	8kg	Oct 2009

**About Panasonic Malaysia Sdn Bhd**

Panasonic Malaysia Sdn Bhd is a sales, service and marketing company for the Panasonic brand of electrical and electronic products ranging from audio visuals, home appliances, air conditioners, digital and video cameras, professional broadcasting equipment, business systems, telecommunications, health and beauty care to batteries and lightings. All Panasonic products are available through our authorized dealers nationwide. For more information on Panasonic brand and products, visit our website at [www.panasonic.com.my](http://www.panasonic.com.my) or call our Customer Care Center at 03-5543 7600

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