

**For Immediate Release**

**Panasonic Introduce Eco Drive Front Loading Tilted Drum 3D  
Sensor Washing Machine**

*Featuring innovative technology that boosts washing performance with revolutionizing energy savings.*

**Hangzhou, China, July 03, 2010** - Panasonic Malaysia today launched three models consisting of premium model (NA-168VX2); deluxe model (NA-148VA2); and standard model (NA-128VA2) of Eco Drive 8kg range of front loading tilted drum washing machines with 3D sensor and Inverter technologies in Hangzhou, China.

“For our new models we are focusing on front loading with tilted drum that is equipped with 3D sensor wash and 3D tumble wash – the world’s first leading-edge technology in front load washer along with our Inverter technology to boost washing performance”, said Jeff Lee, Managing Director of Panasonic Malaysia. He also said that, “According to Panasonic research, front loading with tilted drum washer can be more efficient in achieving best washing effect, more gentle on clothes, quiet performance and use 70% less water consumption”.

“We have also upgraded our washer capacity from 7kg to 8kg to meet the high market demand for big capacity washing machines. With the launch of this 3 new models and one current model (NA-14VA1), Panasonic belief it can enhance the total product line-up of the Panasonic washing machine.” added Jeff.

In order to conserve more on the environment, Panasonic has also enhanced its energy-saving technology in the new model. For example, Panasonic's premium washing machine, the NA-168VX2, operates to the prestigious Europe A-30% energy efficiency standard and uses 30% less energy than an ordinary A-category washer top in the market\*.

Besides that, Panasonic new washing machine also has drastically reduced and improved on the noise level during washing and spinning. For example: Panasonic's deluxe washing machine, the NA-148VA2, operates in the noise level of only 50db for washing and 70db for spinning. This has drastically reduced 3-9db noise level if compared with previous model, NA-14VA1.

The new washing machine also features *3D Sensor Wash*, a drum rotation speed control system with 3D acceleration sensors to ensure high performance clothes washing. Washing course for the new model has also improved to meet and suit the current lifestyle needs especially for sportswear and baby care washing course.

Also, combined with the highly innovative intelligent inverter, tilted drum and 3D sensor technologies, the three models are able to realize a high washing performance resulting in a shorter wash and using less water in the process. All these technologies are unique Panasonic ideas developed by in-house engineers.

According to Jeff, "Panasonic is always focusing heavily on R&D, and continue to introduce better products with advanced features and taking full consideration of people's wellbeing and environmental consciousness. Panasonic is confident that with the new washing technology, they will be able to convince consumers on the benefits and capture a higher market share."

The New front loading washer is available at all authorized Panasonic dealers nationwide at an affordable price RM2, 599, RM 2,799 and RM3,099.

<b>Model</b>	<b>Price (RM)</b>	<b>Capacity</b>	<b>Spin Speed</b>	<b>Display</b>	<b>Availability</b>
NA-168VX2	3,099	8kg	1600 rpm	LCD	Beginning of July 2010
NA-148VA2	2,799	8kg	1400 rpm	LED	Beginning of July 2010
NA-128VA2	2,499	8kg	1200 rpm	LED	Beginning of July 2010
NA-14VA1	2,299	7kg	1400 rpm	LED	Now

**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.

For photos and press releases, please download from [www.pmpressroom.com](http://www.pmpressroom.com)

**Media Contact:** Azizah Wahid, Manager Corporate Communications & Branding  
Tel: 03 7809 7876 Fax: 03 7955 1857  
Mobile: 019 217 2730  
Email: [azizah.wahid@my.panasonic.com](mailto:azizah.wahid@my.panasonic.com)

**Product Contact:** Chester Gan, Product Executive HA Marketing  
Tel: 03-7809 7728 Fax: 03-7955 2848  
Email: [chester.gan@my.panasonic.com](mailto:chester.gan@my.panasonic.com)

###