

## AGC launches sales of “UV Verre Premium”

**The world first\*<sup>1</sup> approx. 99%\*<sup>2</sup> UV blocking tempered glass for automotive front door windows**

**AGC** Asahi Glass Co., Ltd.

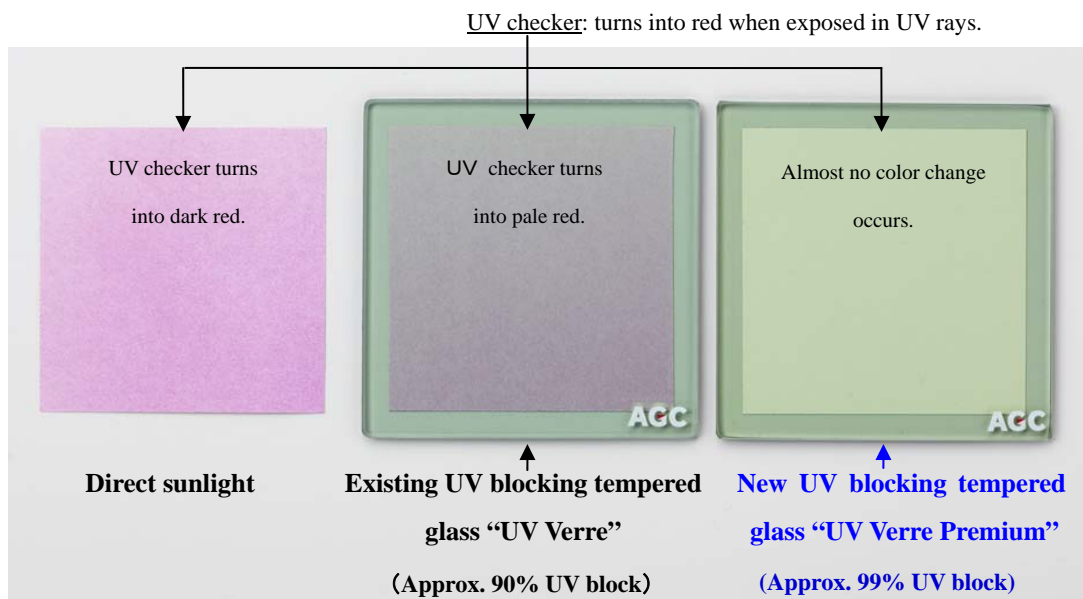
AGC (Asahi Glass Co., Ltd.; Head Office: Tokyo; President & CEO: Kazuhiko Ishimura) is planning to start sales of “UV Verre Premium” from December 2010. “UV Verre Premium” is the world-first\*<sup>1</sup> tempered glass for automotive front door windows which successfully filters out approx. 99%\*<sup>2</sup> of UV rays.

\*1 Based on AGC data as of Dec 2010.

\*2 AGC’s survey data. “UV Verre Premium” blocks approx. 99% of UV rays based on ISO9050-1990.

### UV exposure test results:

#### Comparison between “UV Verre Premium” and the existing UV blocking tempered glass



(Photos show the color changes after UV exposure. **The moving image of the UV exposure test is available at [http://www.agc.com/products/uv\\_premium/index.html](http://www.agc.com/products/uv_premium/index.html)**)

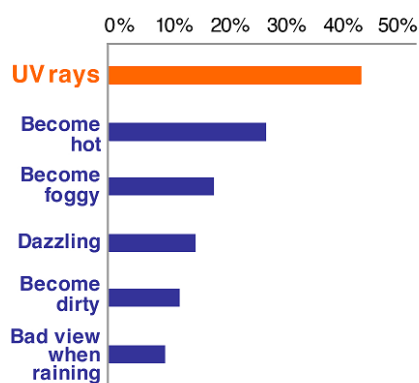
### Drivers worry most about UV rays coming through automotive window glass

In recent years, protection against UV rays has been drawing increasing attention for health and skincare reasons. AGC conducted a face to face survey of drivers in Japan, with a particular focus on female drivers, and found out that what the respondents are most concerned about automotive glass/windows is “UV rays.” Also, another study showed that drivers are most concerned about sunburn on the “arms” followed by “face” and “hands,” which tend to be exposed to strong sunlight over a prolonged period of time.

While our existing UV blocking tempered glass for front door windows filters out approximately 90% of UV rays, AGC concluded based on the survey results that “there is a consumer demand for front door glass with a superior UV blocking property.” Consequently, AGC launched the development of a new UV blocking front door glass, with the aim of offering greater interior comfort.

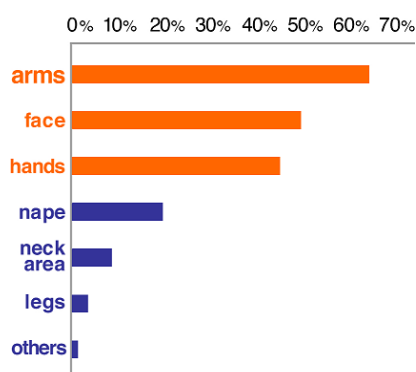
<User survey results>

**Q** What are you dissatisfied/troubled about automotive glass/Windows?



(Survey conducted by AGC . The above graphs show top six of total 104 responses in a multiple-answer format.)

**Q** Body parts that drivers/passengers do not want to get sunburn while driving.



(Online survey by AGC, targeting female respondents. Total 555 responses obtained in a multiple-answer format.)

**Successfully developed high-performance UV absorbing layer based on AGC’s proprietary technology**

To further increase the UV blocking property of tempered glass for front door windows, a high-performance UV absorbing layer had to be newly developed to form a glass surface on top of the conventional glass. Also, practical application of the UV absorbing layer on front door window glass had numerous technological difficulties as the layer had to be scratch-resistant so that it would endure opening/closing of front door windows. Having pursued and overcome a number of technological challenges, we have successfully developed “UV Verre Premium,” the world-first, approx. 99% UV blocking tempered glass for automotive front door windows.

AGC will continue to explore the potential of glass materials and contribute to comfortable living environment by leveraging our long-standing experience, technological expertise and consumer-focused product development.

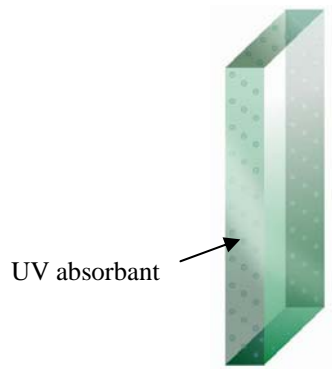
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<Reference>

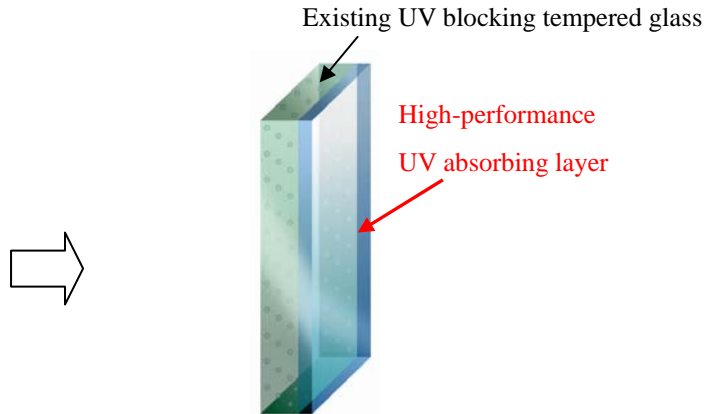
**【Structure of UV blocking tempered glass (conceptual illustration)】**

**Existing UV blocking tempered glass**  
**“UV Verre”**



UV absorbant kneaded into glass

**New UV blocking tempered glass**  
**“UV Verre Premium”**



Existing UV blocking tempered glass  
+ High-performance UV absorbing layer