

Invitation

Dear Sir/Madam,

As you will know, from September 14-19 2010 Automechanika fair, the world's leading trade fair for the automotive aftermarket sector, will take place in Frankfurt, Germany.

To give you an update on Philips' activities in the automotive lighting market, I would like to invite you to the Philips stand on Wednesday, September 15 at 3pm for a press conference, during which **Dominiek Plancke**, General Manager of Philips' automotive lighting business, will provide an update how Philips is addressing this market segment.

In particular, Dominiek will outline how Philips is addressing key trends in the business, including increasing public desire for better lighting at night, as well as EU legislation stipulating that all cars must be equipped with LED daylights from 2011 onwards. During this press conference Philips will also introduce its latest innovations in automotive lighting.

Press conference details

Date & Time: Wednesday, September 15, 2010, from 3pm to 4pm.

Location: Philips booth, Hall 3.1 A21, Frankfurt Messe, Germany.

Please could you confirm your attendance of the press conference before August 30 by sending an e-mail to: marieke.van.mierlo@philips.com

We are looking forward to welcoming you!

With kind regards,

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