



**News Release
For Immediate Publication**

NIPPON PAINT UNVEILS 2016/2017 AUTOMOTIVE COLOUR TRENDS FOR ASIA

*CAR OWNERS CAN CHOOSE COLOURS FROM 3 THEMES TO SUIT
THEIR PERSONALITY AND VEHICLE*

Kuala Lumpur, 15 June 2016 – Malaysia’s No. 1 coating solutions provider, Nippon Paint Malaysia Group (“Nippon Paint”) unveiled the Automotive Trend Colour 2016/17 which comes in 39 colours based on three key themes – Wander-Lust, New Eco and We Are One.

Optimised for the automotive industry, Automotive Trend Colours 2016/2017 were based on the Asia Pacific Chromazone Colour Forecasting Workshop that was organised by Nippon Paint collaboration with Colour Marketing Group. The initiative brought together 80 design professionals from across Asia to develop a truly Asian colour palette.

The Automotive Trend Colour initiative aims to be the reference point for professionals and users in automotive industry that includes cars, motorcycles, helmets and so on. The automotive colours each were given a persona and story for consumers to truly call a colour their own.

“Taking leadership on colour innovations and our focus in the Asia markets, we at Nippon Paint are introducing these colours that is set to drive the trend for the current and coming years. We understand that cars are not merely modes of transportation but an extension of our personality and an emblem of our achievements in life. Similarly, just like decorative coatings, automotive colours can also be used as a platform for self-expression and this is an important facet for our consumers,” said Mr Alex Yoong, Assistant General Manager (Marketing) of Nippon Paint Malaysia Group, at the official launch of Automotive Trend Colour 2016/17 held at AutoFest 2016 in Kuala Lumpur.

Available in Crystal, Pearl, Metallic and Solid finishes, the 39 colours are categorised under three key themed envisioned by the Trend Beyond Colours initiative. “Wonder-Lust”, “New Eco”, “We Are One” - These themes aim to distil the expansive cultures, way of life and trends of Asia into an Asian colour palette. For 2016/17, the Automotive Trend Colours will take a step further by injecting colour stories into each of the three key themes, thus enabling consumers to select colours they relate themselves to most.

Wonder-Lust is aimed at being an extension of automotive owners passionate and lively persona, it feature colours that balances energy and flamboyance, it is passionate yet controlled. It portrays confidence and desires a second glance and exudes sportiness.

New Eco pays homage to Mother Earth and all its unique environments by fusing dark earthy, autumn tones with blues, greens and whites into a palette of modern eco-colour schemes. New Eco projects a mature and refined choice of colour for luxury and hybrid vehicles.

We Are One is about being individually different yet connected as a human race. Time tested colours that transcend trends and seasons dominate this palette. We Are One is versatile in application.

“Nippon Paint believes that our automotive colour range is more than just colours. It’s the important back-end role of technology in our coatings that deliver front-end superior functionality and mesmerising colours. Case in point, we developed the colour Soul Red with a multi-layer reflection technology that marked its debut with the launch of Mazda6 and since then have become the signature colour of Mazda. We will be looking at more collaborations with various car brands in developing new colours for their auto range,” said Mr Alex Yoong.

Entering the automotive OEM market back in the mid-70s, Nippon Paint was the pioneer in supplying the Pearl system to the OEM segment during the late 80s automotive boom. Nippon Paint launched the automotive refinish business in 2009 as an after-market coating solution to complement the OEM business. Recently Nippon Paint introduced the Nax Crystal 9905 which provides an armour-like protection and an unrivalled glossy finish. It boast a robust molecular structure to form a high density cross-linked and excellent bonding in the paint film that results in better scratch resistance and innovative self-healing properties, excellent chemical and gasoline resistance and superior mirror image gloss.

In line with its recent brand and corporate repositioning from “The Paint Expert” to “The Coatings Expert”, Nippon Paint today serves multi-segments such as Architectural, Protective,

Industrial, Automotive and Marine, in both functional as well as aesthetic categories. As the number one total coating solutions provider, Nippon Paint Group is the market leader in Asia spanning across 15 countries.

About Nippon Paint Malaysia Group

The Nippon Paint Malaysia Group (“NPM Group”) is currently Malaysia’s No. 1 Total Coating Solutions provider, enjoying its market leadership position since 2008. The NPM Group is part of the Nippon Paint Group, which is currently Asia’s No. 1 coating manufacturer spanning 15 countries, built on a heritage of over 130 years dating back to 1881 in Japan.

Established in 1967 as Nippon Paint (Malaysia) Sdn. Bhd., the company has since grown in leaps and bounds, and today, has emerged as a significant regional player within the coatings industry with presence in countries such as Pakistan, the Philippines, Bangladesh, Thailand and Indonesia.

The NPM Group places strong emphasis in Research and Development (R&D) activities, which remains a core priority to its success in product innovation. As a global leader in coating technologies with a database of more than 10,000 paint formulations, the NPM Group prides itself in being a Total Coating Solutions provider with a multi-segment portfolio of offerings ranging from Architectural, Automotive, Industrial, Protective to Marine coatings.

The Group has won consumer choice awards such as the Reader's Digest Trusted Brand Awards (2006-2015) and Putra Brand Awards (2010-2015), as well as received industry accolades such as the Best Company for Leadership in Paint Technology Asia by IAIR in 2014 and Frost & Sullivan's Paint & Coatings Company of The Year in 2011. In its concerted effort to champion sustainability towards a greener footprint, the Group has received the Green Label Certification (by the Singapore Environment Council), EcoLabelling Certification Licence (by SIRIM QAS International) and several Green Excellence Awards by Frost & Sullivan.

For more information on Nippon Paint Malaysia:

Website: www.nipponpaint.com.my

Facebook: www.facebook.com/nipponpaintblobbies

YouTube: www.youtube.com/NipponPaintMalaysia

Toll free no: 1-800-88-2663

Issued by Perspective Strategies. For media enquiries, please contact:

Tel: 03 - 7491 3138, Fax: 03 - 7733 3138

Joshua Lim, Mr

Email : joshua.lim@perspective.com.my

Mobile : 012 – 773 8433

Sam Jo Lene, Ms

Email: Jolene.sam@perspective.com.my

Mobile : 016 – 4833 801

Tan May Lee, Ms

Email : maylee.tan@perspective.com.my

Mobile : 012 – 2928 611