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## **Panasonic Automotive Honored by General Motors as a 2007 Supplier of the Year**

APRIL 28, 2008 (SOUTHFIELD, MICH.) - Panasonic Automotive\* was named as a General Motors Supplier of the Year for its overall business performance in providing GM with world-class parts and services. It marks the ninth time in the past 11 years GM has recognized the company with this honor. The award was given during ceremonies Saturday, April 26 at the Sawgrass Marriott Hotel in Jacksonville, Fla.

“GM is proud to honor Panasonic as a GM Supplier of the Year winner,” said Bo Andersson, GM group vice president, Global Purchasing and Supply Chain. “This award is our way of telling the winners that we appreciate all of their efforts in working together with GM to manufacture world-class vehicles.

“Panasonic is among the best of the best,” he continued. “They understand that our mutual success can only be achieved by sharing common goals and priorities.”

Panasonic Automotive has a long history of developing high-quality components and systems for GM vehicles. Panasonic branded Rear Seat Entertainment systems (RSE) are featured on 24 GM vehicles, including the 2008 Cadillac Escalade, Chevrolet Tahoe and Suburban and GMC Yukon. They are also featured on the 2008 GMC Acadia and Saturn Outlook. Panasonic Automotive’s innovative Triple Play™ DVD Entertainment System permits users to simultaneously enjoy three different audio and/or video entertainment options, and includes optional features such as a DVD player with auxiliary inputs, remote control and wireless headsets.

Panasonic Automotive is a consistent innovator of mobile entertainment systems for automotive original equipment manufacturers (OEMs) and commands the largest market share in this expanding market. This is the fourth consecutive year that Panasonic Automotive's RSE systems have won the J.D. Power award for Rear Seat Entertainment System Customer Satisfaction based on the *2007 Rear Seat Entertainment Usage and Satisfaction Study*<sup>SM</sup>. Panasonic Automotive Systems has commanded top rankings in the study, this year garnering the top three spots and seven of the top 10 positions.

“ We are honored to have once again been chosen as a Supplier of the Year by General Motors,” said Vince Sarrecchia, President of Panasonic Automotive. “it is a clear indicator that General Motors recognizes Panasonic's quality and the value of our brand in the market place, and the connection we have with our customers.”

The GM Supplier of the Year award began as a global program in 1992. Winners are selected by a global team of executives from purchasing, engineering, manufacturing and logistics who base their decisions on supplier performance in quality, service, technology and price. This year, General Motors honored 97 suppliers for their outstanding performance throughout 2007.

About Panasonic Automotive:

Based in Peachtree City, Georgia, and with Detroit area operations located in Southfield, MI, Panasonic Automotive Systems Company of America is a division of Secaucus, New Jersey-based Panasonic Corporation of North America, the principal North American subsidiary of Matsushita Electric Industrial Co., Ltd. (NYSE: MC) of Osaka, Japan, one of the world's leading developers and producers of innovative digital and other electronic products for consumer, business and industrial use. Panasonic Automotive Systems Company of America also acts as the North American operating company of Panasonic Automotive Systems Company, a division of Matsushita Electric Industrial Co., Ltd., which coordinates global automotive industry systems and components operations. For more information on Panasonic and Matsushita Electric, visit [www.panasonic.com](http://www.panasonic.com).

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