

**OFFICIAL PRESS RELEASE
DUTCH DESIGN LOUNGE – AUTORA I 2009**

Amsterdam, The Netherlands, Tuesday 17 March 2009 – Dutch Design Lounge will form the podium for Dutch design in the automotive and transport sector at AutoRAI 2009

For the first time in 110 years, the AutoRAI will become the podium for Dutch design in the automotive and transport sector.

The Dutch Design Lounge provides a platform to present Dutch design on an international level. International mobility solutions will be presented, including alternative energy powered vehicles and the use of innovative materials.

The location of the Dutch Design Lounge is equally impressive. Housed within the Hall of Green Innovations, the Pavillion is graced by a specially-constructed geodesic Dome which follows the ingenious principals of Richard Buckminster Fuller. Measuring 14 metres in diameter and 7 metres in height, the impressive Dome construction is set to become one of the main eyecatchers at the AutoRAI 2009.

A number of Dutch automotive establishments have contributed to the Dutch Design Lounge. Parties who are participating include: Rotterdam University / Industrial Design Engineering, ATC (Automotive Technology Centre), DuvedeC Europe (Dutch Vehicle Development Centre) and KesselsGranger DesignWorks.

At the Dutch Design Lounge, the visitor will be guided through the various phases in automotive design: from student to professional designer and from conceptual design to product design.

The Lounge will also showcase the various steps in the automotive design process with a live workshop, which will introduce the visitor to a real-life design studio complete with drafting table, CAD (Computer Aided Design) system and clay-modelling area. Each step will be followed live by visitors, from the first sketches on paper to the final product.

Surrounding the Dutch Design Lounge will be the Dutch Design Gallery, a poster exposition of approximately 30 automotive designers from The Netherlands and Belgium. This impressive gallery will illustrate the influence that designers from the Benelux have in the auto industry.

The Dutch Design Lounge is located in Hall 9 – Green Innovations (stand no. 09.308).

The Dutch Design Lounge at the AutoRAI 2009 is an initiative of KesselsGranger DesignWorks and AutoRAI.

The Dutch Design Lounge at the AutoRAI 2009 will be officially opened to the press on Tuesday 31 March 2009 at 10:15 CET in Hall 9 - Green Innovations (stand no. 09.308). The Lounge will be opened by VIP guest speaker Paul V.J. Koot (CEO Carrozzeria Touring Superleggera s.r.l.), together with KesselsGranger DesignWorks.

BRIEF DESCRIPTION: Dutch Design Lounge will present a design workshop by Rotterdam University / Industrial Design Engineering and KesselsGranger DesignWorks with sketching table, CAD lab and clay modelling area. Also on display will be the world-premiere of the innovative KesselsGranger KG-1 Concept Car, the QUICC! DiVa prototype presented by DuvedeC Europe and the Dutch Design Gallery presented by the Automotive Technology Centre displaying approximately 30 designers from The Netherlands and Belgium in the automotive design sector.

Rotterdam University / Industrial Design Engineering – Live Workshop: Together with KesselsGranger DesignWorks, Rotterdam University / Industrial Design Engineering will hold a design workshop at the Dutch Design Lounge with the theme “how will people travel in the future?”

This live workshop will include a sketching area, located around a classic drafting table, where visitors will also be able to pen down their own ideas for future mobility solutions. Next to the sketching area will be the CAD (Computer Aided Design) lab where students will demonstrate modeling their designs virtually in 3D. Alongside this will be a live clay workshop, where students will model a 1:5 scale model in automotive modeling clay during the motor show.

Alongside the live workshop, a static display will concentrate on student projects and two 1:5 scale models (developed together with Green Open Source Vehicle) demonstrating the process of product design education.

KesselsGranger DesignWorks – KG-1 Concept Car: KesselsGranger DesignWorks in working partnership with Rotterdam University / Industrial Design Engineering will officially unveil the KG-1 Concept Car at the Dutch Design Lounge.

KG-1 is a sports car designed directly around the volumes of the human body. It expresses an image of the future. A vision which incorporates novel ideas into a full-scale prototype. KG-1 is a green statement. Replacing the automobile as we know it with a new concept, whilst at the same time introducing a completely new type of asymmetric bodywork construction with a sculptural appearance and future material characteristics. The concept is based around the active and passive seating layout of the driver and passenger.

Rotterdam University / Industrial Design Engineering will also present a film illustrating the making of the KG-1 Concept Car in collaboration with KesselsGranger DesignWorks.

DuvedeC Europe – QUICC! DiVa: More than ever, the need to think green also becomes a must in design. The actual situation in world economy leads us to think green in concept, material and technologies. In this perception DuvedeC Europe BV realised in close cooperation with DuraCar, 5 proto-vehicles of the QUICC! DiVa (Distribution Van), which were recently approved for test-drives on public roads.

This van is especially developed for urban distribution and is fully electrically powered by a battery. The body and chassis are entirely made from plastic.

With a top speed of 120 kph, a range of 150 km, an average energy consumption of no more than 2 euros per 100km, zero PM10 emissions and practically silent, the QUICC! DiVa is a unique car on the market; green, economical and compact. A prototype of the QUICC! DiVa will be displayed in the Dutch Design Lounge.

Automotive Technology Centre – Dutch Design Gallery: Design represents an important industry for the Benelux. Not only is the Benelux a leading player in architecture, fashion, graphic and product design, but also in automotive design. A number of highly accomplished car designs come from the hand of Dutch and Belgian designers.

The Automotive Technology Centre contributes to the Dutch Design Lounge with the ‘Dutch Design Gallery’; an impressive collection of posters showcasing Dutch and Belgian automotive designers with their products.

The Dutch Design Gallery shows what Dutch and Belgian designers contribute to automotive design. The range starts in the past with Harm Lagaay, famous for his work at Porsche and continues with contemporary designers working at OEM’s of cars, trucks and busses as well as designers working at design houses and at suppliers.

The Dutch Design Gallery will surround the exterior of the Dutch Design Lounge dome.



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Royal Philips – Official Technical Partner, Dutch Design Lounge: Royal Philips is the official technical partner of the Dutch Design Lounge, and will support the Pavillion with their latest Philips Aurea flatscreen televisions with Ambilight technology.

Five Philips Aurea flatscreen televisions will showcase individual presentations on Dutch automotive design from IPO Rotterdam, ATC (Automotive Technology Centre), DuvedeC (Dutch Vehicle Development Centre) and KesselsGranger DesignWorks.

Royal Ten Cate – Official Stand Supplier, Dutch Design Lounge: Royal Ten Cate is an official stand supplier for the Dutch Design Lounge and will support the Pavillion with synthetic landscaping grass. TenCate Grass is the global market leader in the field of synthetic turf fibres, specifically noted for performance characteristics such as durability.



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Not for the press, not for publication

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About Rotterdam University / Industrial Design Engineering

Rotterdam University / Industrial Design Engineering is a Higher Professional Education (HBO) course which focuses on the technical development of products. At Rotterdam University / Industrial Design Engineering design students are trained to generate intelligent, practical and creative solutions which accompany professional and consumer products. This also includes the design of automotive and transport systems.

For more information on Rotterdam University / Industrial Design Engineering visit: www.ipo.hro.nl

About KesselsGranger DesignWorks

KesselsGranger DesignWorks is a design studio based in Eindhoven, The Netherlands. Founded in 2006 by Steven Kessels and James Granger, KesselsGranger DesignWorks specialises in creating design solutions for the Luxury Transport and the Luxury Interior & Furniture sectors. The KesselsGranger DesignWorks Group also includes Atelier KG, creating highly autonomous designs inspired by exceptional innovations in transport, interiors and architecture. KesselsGranger DesignWorks are, together with AutoRAI, the founders of the Dutch Design Lounge.

For more information on KesselsGranger DesignWorks visit: www.kesselsgranger.com

About DuvedeC Europe

DuvedeC Europe BV is a renowned specialist in the area of design, concepting, packaging, engineering and prototype building of vehicles and vehicle parts. DuvedeC's strength is their creativity and high level of experience in the field of materialisations, manufacturing processes, design solutions, automotive applications and simulations, and are also very experienced in the area of project management. Since its establishment in 1982, DuvedeC has been able to build up an enormous amount of experience. Specialised employees with advanced CAD systems guarantee the functionality and design of your idea.

For more information on DuvedeC Europe visit: www.duvedec.com

About Automotive Technology Centre

The Automotive Technology Centre is the Dutch Automotive cluster organisation that stimulates innovation and cooperation in the Dutch Automotive sector. The ATC program is based on five themes of which Design & Technology is one. The ATC design program ranges from initiation and execution of projects, the organisation of seminars on automotive design to the organisation of automotive design shows such as the Design On Wheels show.

For more information on ATC visit: www.atcentre.nl



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About Royal Philips Electronics

Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is a diversified Health and Well-being company, focused on improving people's lives through timely innovations. As a world leader in healthcare, lifestyle and lighting, Philips integrates technologies and design into people-centric solutions, based on fundamental customer insights and the brand promise of "sense and simplicity". Headquartered in the Netherlands, Philips employs approximately 121,000 employees in more than 60 countries worldwide. With sales of EUR 26 billion in 2008, the company is a market leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as lifestyle products for personal well-being and pleasure with strong leadership positions in flat TV, male shaving and grooming, portable entertainment and oral healthcare. News from Philips is located at www.philips.com/newscenter
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About Royal Ten Cate

For more information on Ten Cate visit: www.tencate.com