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SAFETY ON THE ROAD HEALTH INSIDE THE CAR

Eastern Europe

innovation  you

A photograph of two women wearing face masks. The woman in the foreground is looking directly at the camera, while the woman behind her is looking down at her phone. They are standing on a city street with blurred cars and buildings in the background.

As concern about unhealthy air rises, so does the demand for air purification solutions

PHILIPS... NOT ONLY LIGHT....

- In a world where pollution, bacteria and viruses, every day more and more become the main topic of conversation, the health of our customers and their families becomes a priority for us
- Light the road means safety, but safety must be all around us
- We want to come back to a normal life and protect the normality for a long time
- We have the duty to take part in the fight against viruses including COVID19....
- We do not have an antidote for COVID19 but we have the tool to try to keep it as far away as possible from us
- Our continuous research into the innovation of lights becomes a strong ingredient in finding the right accessories to allow our customers and their families to move and breathe in a safe environment

There is increasing awareness and concern about poor air quality and its impact on human health



Rising allergy & asthma rates globally, especially in children.



People are worried about the VOCs in cars which is harmful to health.



Airborne bacteria, viruses and moulds enter through air conditioning.



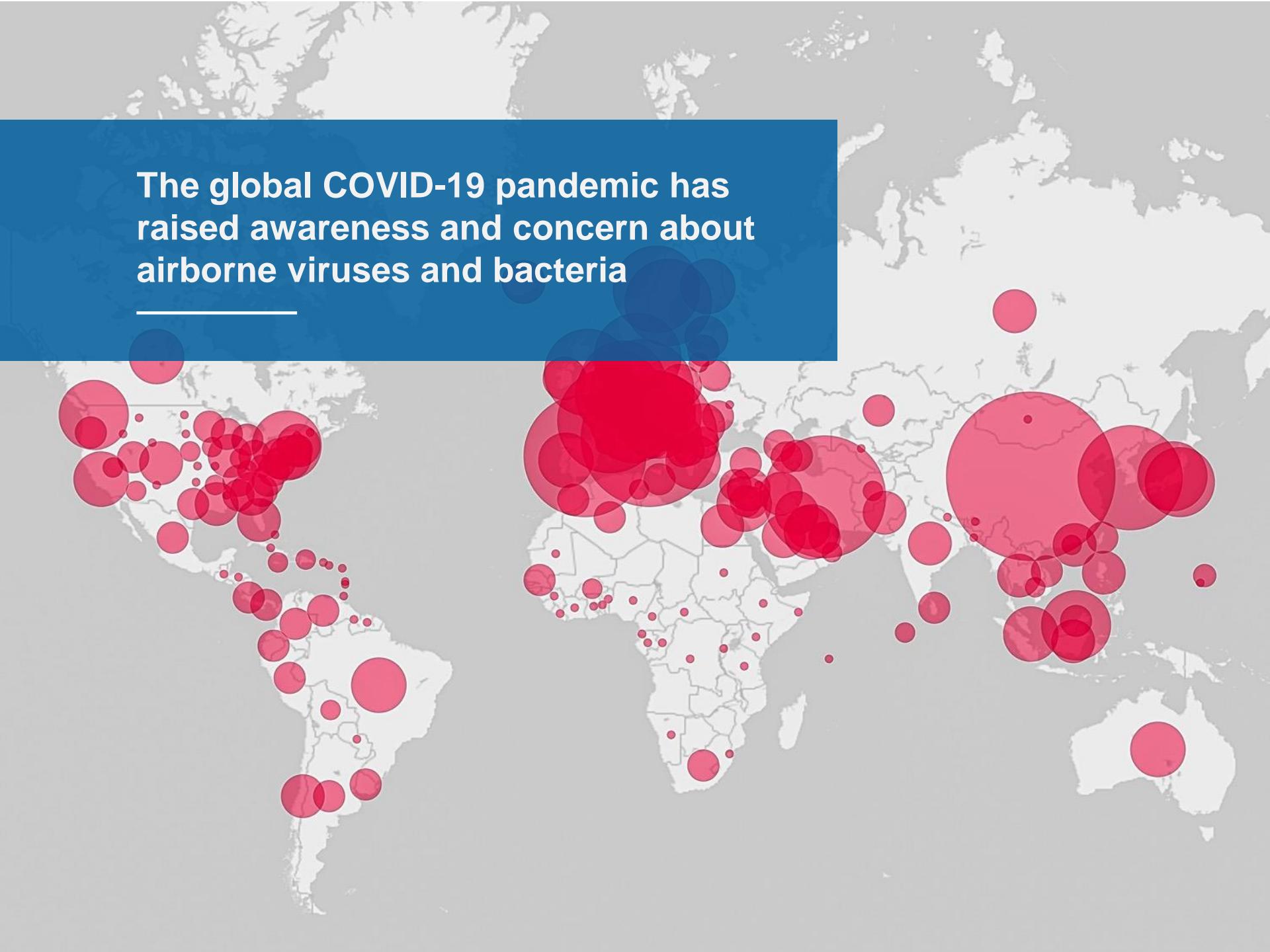
Haze in Singapore due to forests burning in Indonesia.



Urban populations worry about toxic exhaust fumes and the ozone.



Unhealthy smog caused by traffic and factories common in India and China.



The global COVID-19 pandemic has raised awareness and concern about airborne viruses and bacteria

Chinese KOLs on the effectiveness of air purifiers at removing COVID-19



Virus removal air purifier passed national certification test by CHEARI (China Home Electronics Appliances Research Institute)

Beijing TV



Air purifiers can help protect against viruses. If affordable, people should consider using air purifiers.

Mr. Zhong, China National Health & Care Commission Expert



Air purifiers work like face masks, filtering airborne viruses. Air purifiers reduce the density of viruses in the air, reducing transmission rates. Keep the air purifier on for best results.

Mr. Lu, Deputy Chief Engineer CHEARI

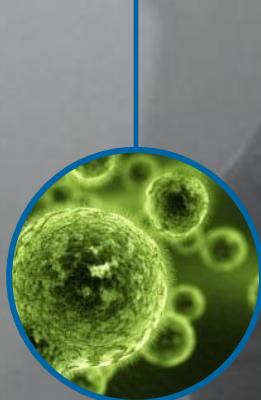
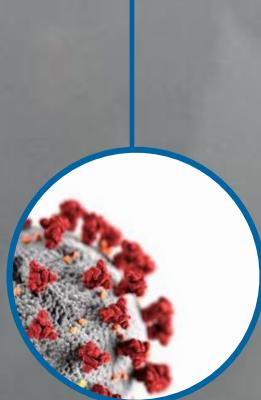
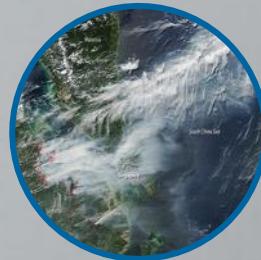


The COVID-19 virus is about 0.1um, but becomes bigger when attaching to small particles in the air. Testing 0.3um aerosols, on air purifier filters, the removal efficiency was over 99%. Air purifiers with these filters will remove the virus effectively.

Ms. Zhang, CHEARI Deputy Director



...protecting our loved ones against the
dangerous airborne pollutions



GO ON THE ROAD.... GO SAFE.....GO PURE

- 2020 A YEAR THAT THE WHOLE WORLD WILL NOT FORGET... TO HAVE LIVED THROUGH A BATTLE AGAINST AN ENEMY WHICH THE USE OF TRADITIONAL DEFENCES AND WEAPONS IS INEFFECTIVE
- 2020 LIMITED OUR FREEDOM AND OUR MOVEMENTS
- 2020 TOUGHT US THAT CLEAN AIR IS OUR FIRST LINE OF DEFENCE
- 2020 MOVED US TO TAKE A STEP IN THE TECHNOLOGY DEPARTMENT WHICH IS ADDRESSED NOT JUST TO THE CAR BUT TO OURSELVES AS WELL
- 2020 MOVED US TO TRANSFORM AN IDEA INTO A TOOL THAT, COMBINED WITH OUR CARS TECHNOLOGY, CAN PROTECT US TOO
- 2020 GAVE US THE NEW GENERATION OF GOPURE



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GoPure

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GO PURE WAS ALREADY PROTECTING YOUR HEALTH



- Efficiently removes fine particles and toxic gases
- Cleans air in your car 3 time per hour
- Fast removal of fine particles with CADR at 14m³/hour
- Filter toxic gases and TVOC with CADR at 11m³/hour

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AND PHILIPS GP5212 KEEPS ON DOING IT FASTER, DEEPER, STRONGER

Breathe only healthy air in your car

Protects your family from up to 100 pollutants



Powerful and effective air filtration*

- It filters ultra fine particles >0.015um, including viruses
- Removes toxic gases like exhaust fumes from your car
- Effectively removes 99% of airborne bacteria & viruses
- Exclusive certified SelectFilter Plus Filtration technology removes 90% of airborne pollen allergens

Stylish design, simple to install and easy to use

- Designed for perfect integration in your car environment
- Automatic operation

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Avoid inhaling dangerous particles and viruses



Removes dangerous tiny particles

Fine inhalable particles pose the most serious health risks, because they can get deep into the lungs.

Philips unique SelectFilter Plus Filtration technology, removes ultrafine particles, bacteria or viruses as small as 0.015 microns from the air inside your car. This includes airborne viruses such as influenza A or SARS coronaviruses, hepatitis B and foot and mouth disease (FMD).*

* Tested particle 1-pass removal efficiency at 3rd party lab on SelectFilter Plus; Sizes of human influenza and SARS coronaviruses published in the World Health Organization (WHO) in 2008 Microbiological Risk Assessment Report. Sizes of foot and mouth disease virus (FMD) and Hepatitis B are larger than 0.02um. Particle removal efficiency is tested according to standard GB/T6165:2008. Actual performance can be influenced by the environment it is used in; the filter does not guarantee 100% removal of particles.



Removes over 99%* of bacteria

Harmful bacteria and other pathogens can be floating in the air.

This is particularly concerning when you're in the confined space of a vehicle.

GoPure 5212 removes over 99%* of airborne bacteria within an hour, so you will breathe only clean and healthy air.

*Bacterial removal rate tested at 3rd party test laboratory on Staphylococcus Aureus killing rate, according to GB21551.3-2010.

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Avoid inhaling harmful gases



Removes car exhaust

Who wants their family to breathe exhaust gases from heavy traffic? The car fan creates an air flow from the outside in and blows toxic gases from traffic of cars and lorries into the car cabin. These fumes are then staying trapped inside the car. Children sitting in the backseat of vehicles are likely to be exposed to dangerous levels of air pollution that are much higher inside the car than outside. Philips SelectFilter Plus technology treats nitrogen dioxide (NO₂) at a CADR of 13 m³ per hour and sulfur dioxide (SO₂) at 7.9 m³ per hour, so you and your family can breathe with confidence.



Eliminate toxic gases quickly

Philips unique SelectFilter Plus technology includes a HESA layer. This decontaminates your car of harmful gaseous chemicals. Through a powerful absorption and oxidation process, it removes harmful gaseous substances at a Clean Air Delivery Rate of 11 m³ per hour*. So in just a few minutes it cleans the air of car exhaust fumes, chemicals emitted by plastic materials and other odor emitting substances e.g. volatile organic compounds (VOCs), toluene and formaldehyde.

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Powerful and effective air filtration



Independently certified filter

Independently tested by the respected biomedical research organization, Airmid Health group, the Philips unique SelectFilter Plus technology removes up to 90% of airborne pollen allergens. The Airmid tests prove this filtration is achieved in just one single pass of air through our SelectFilter (known as the single pass efficiency test). With these irritating particles removed, anyone suffering from hay fever can now enjoy clean air.



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Stylish design, simple to install and easy to use

Simple and easy to install

With a 4-meter 12V power cable, you can easily install the GoPure anywhere inside your vehicle. Plug the cable into the cigarette lighter port, and then use the mounting accessories to position the device where you prefer, such as the armrest, headrest or under the seats. Wherever you choose to position it, the stylish design will enhance your car's interior.

Device works automatically

To ensure you focus on driving, the GoPure 5212 turns on and off automatically with your car engine ignition. The 2-speed fan filtration adjusted by touching the power button depending on your preference. You can just jump in your car, knowing it will always be an oasis of fresh and clean air.

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Philips GoPure GP5212 packaging



Description	12NC	EAN1	EAN3	GOC	Order Entry	
GP5212 GP523 BLK	X1	9285.999.15603	8719018009203	8719018009210	00920328	GP523BLKX1

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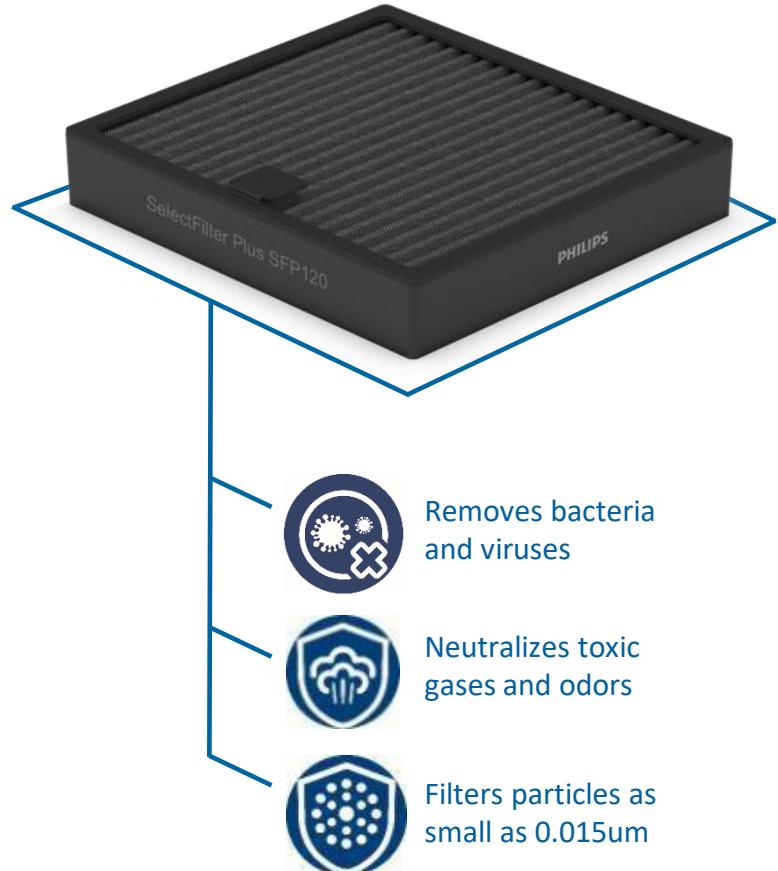


Philips GoPure 5212 is equipped with the SelectFilter Plus

Powerful and effective filtration of the air you breathe

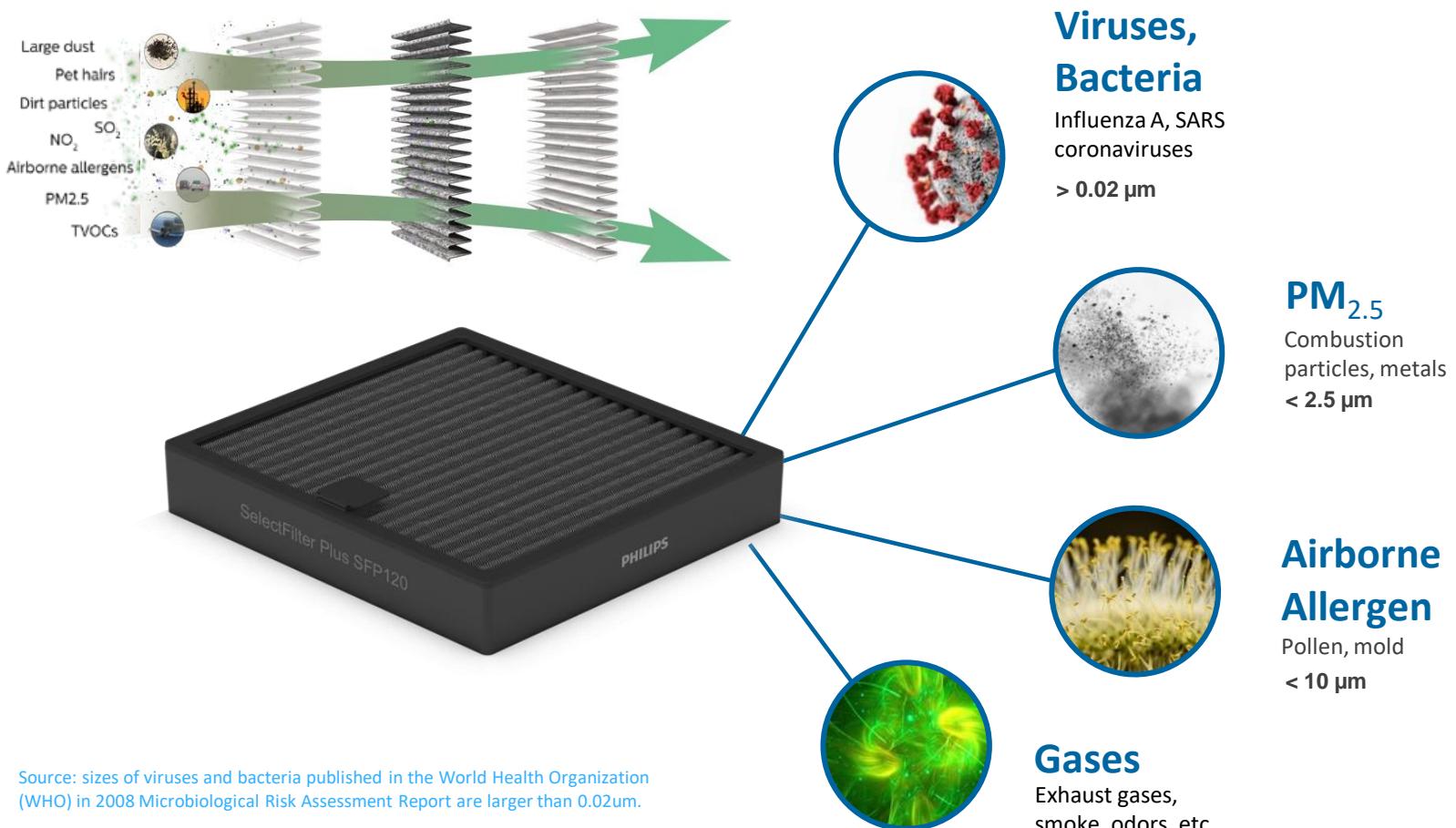
Protects your family from the airborne pollutants, including airborne viruses

SelectFilter Plus removes ultrafine particles, bacteria or viruses as small as 0.015 microns from the air inside your car. This includes airborne viruses such as influenza A or SARS coronaviruses, hepatitis B and foot and mouth disease (FMD).*



* Tested particle 1-pass removal efficiency at 3rd party lab on SelectFilter Plus; Sizes of human influenza and SARS coronaviruses published in the World Health Organization (WHO) in 2008 Microbiological Risk Assessment Report. Sizes of foot and mouth disease virus (FMD) and Hepatitis B are larger than 0.02um. Particle removal efficiency is tested according to standard GB/T6165:2008. Actual performance can be influenced by the environment it is used in; the filter does not guarantee 100% removal of particles.

Effective multi-layered filtration technology



Philips GoPure – removes 98% exhaust gases

- Proven to remove 98% exhaust gases from the car
independently tested by the Shanghai station of supervision on
Quality of Environmental products (SQEP)



Child/maternal health and well-being is especially adversely affected by the car exhaust inhalation



