



by **Panasonic**

## News Release

Panasonic Group  
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### **Regarding the Brand Change of SANYO's HIT<sup>®</sup> Solar Modules to "Panasonic HIT<sup>®</sup>"**

**Munich, December 12, 2011** - SANYO Component Europe GmbH, a subsidiary of SANYO Electric Co., Ltd. (SANYO), today announced that as of April 1, 2012, the branding of its HIT<sup>®\*1</sup> solar modules, highly appraised in Europe for their high conversion efficiency and reliability, will change from "SANYO" to "Panasonic".

The unification of the solar brand is part of a wider scheme of consolidation of brands of certain consumer products currently being carried out by the Panasonic Group in order to take advantage of the strengths of each company within the group. Combining SANYO's solar technical capabilities with Panasonic's wide global network will allow further synergy to be generated within the group and strengthen the solar business globally.

Mr. Shigeki Komatsu, Director of the Solar Division of SANYO Component Europe GmbH, commented, "The brand change is part of the global strategy aimed at expanding the solar business of the Panasonic Group."

"The current manufacturing operations and sales structure will continue under the Panasonic Group. The Group will continue to invest in the solar business, allowing us to offer a higher level of service to our business partners and provide our customers with higher quality, more efficient modules," Mr. Komatsu added.

SANYO, which is responsible for key areas in the energy sector of the Panasonic Group, is aiming to combine environmental contribution and business growth and create a company with significant growth potential, in order to realize Panasonic's 100 year anniversary vision of becoming the "No. 1 Green Innovation Company in the Electronics Industry" by 2018.

\*1 The name "HIT<sup>®</sup>" comes from "Heterojunction with Intrinsic Thin-layer".

#### **About SANYO's Solar Business and HIT<sup>®</sup> Solar Modules**

SANYO has a long history in the field of solar technology. Starting in 1975 with the launch of the development of amorphous silicon solar cells, SANYO has continuously carried out leading research and development in the field, utilizing its independently developed technical abilities and gaining experience through installing a large number of PV systems, mainly in the public and industrial sector. In 1997, SANYO released its HIT<sup>®</sup> solar modules, hybrid-type modules with a unique structure comprised of a thin mono crystalline silicon wafer surrounded by ultra-thin amorphous silicon layers. HIT<sup>®</sup> solar modules have a high conversion efficiency and excellent temperature characteristics, reducing the loss of output that takes place at high temperatures, allowing HIT<sup>®</sup> modules to generate more power throughout the year compared to other types of crystalline modules.

### **About Panasonic**

Panasonic Corporation is a worldwide leader in the development and manufacture of electronic products for a wide range of consumer, business, and industrial needs. Based in Osaka, Japan, the company recorded consolidated net sales of 8.69 trillion yen (US\$105 billion) for the year ended March 31, 2011. The company's shares are listed on the Tokyo, Osaka, Nagoya and New York (NYSE:PC) stock exchanges. For more information on the company and the Panasonic brand, visit the company's website at <http://panasonic.net/>.

### **About SANYO Component Europe GmbH**

SANYO Electric Co., Ltd., a wholly-owned subsidiary of Panasonic Corporation, is a global company with leading energy and environmental technology and products for commercial and consumer use. SANYO Component Europe GmbH, a fully incorporated subsidiary of SANYO Electric Co., Ltd., is a supplier of highly developed environmental and energy solutions. The company offers an extensive range of batteries, rechargeable batteries and photovoltaic modules. The headquarters of SANYO Component Europe GmbH is located in Munich with a subsidiary in France.

You can find more information about SANYO Component Europe at:

<http://www.sanyo-component.com>

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