

## **Gentex Rear Camera Display Mirror Featured on Kia Vehicle Line-Up**

*Gentex Corporation (NASDAQ: GNTX), the leading supplier of automatic-dimming rearview mirrors to the global automotive industry, has announced that it is shipping auto-dimming interior rearview mirrors with its Rear Camera Display (RCD) Mirror on four 2010 Kia Motors models.*

October 7, 2009 /[India PRwire](#)/ -- Gentex Corporation (NASDAQ: GNTX), the leading supplier of automatic-dimming rearview mirrors to the global automotive industry, has announced that it is shipping auto-dimming interior rearview mirrors with its Rear Camera Display (RCD) Mirror on four 2010 Kia Motors models.

The Kia sport-utility Sorento, full-size passenger car Opirus, compact car Forte (replacing the Spectra) and the sub-compact car Morning will all offer the Gentex RCD Mirror on various trim levels in the Korean market. The auto-dimming RCD Mirror contains a liquid crystal display (LCD) that works with a video camera mounted at the rear of the vehicle to provide a view directly behind the vehicle while backing up. When the vehicle is shifted into "reverse," a display appears automatically through the auto-dimming mirror's reflective surface. The display disappears when the vehicle is shifted into any other gear, a capability that is made possible utilizing Gentex's "transflective" coating and lighting techniques, which result in a bright, high-resolution color image.

"With the addition of these four new models, our RCD Mirrors are now offered on a total of 11 models at Hyundai/Kia," stated Enoch Jen, Gentex Senior Vice President. "The Kia Morning application is unique as the vehicle has an MSRP of around \$7,500, and is one of the few entry-level vehicles currently offering this unique new technology."

Founded in 1974, Gentex Corporation (NASDAQ: GNTX) is an international company that provides high-quality products to the worldwide automotive industry and North American fire protection market. Based in Zeeland, Michigan, the Company develops, manufactures and markets interior and exterior automatic-dimming automotive rearview mirrors that utilize proprietary electrochromic technology to dim in proportion to the amount of headlight glare from trailing vehicle headlamps. More than half of the interior mirrors are sold with advanced electronic features, and more than 96 percent of the Company's revenues are derived from the sale of auto-dimming mirrors to nearly every major automaker in the world.

### **Notes to Editor**

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EXCHANGE: NASDAQ Global Select Market

SYMBOL: GNTX

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