

## NEWS RELEASE

### NSG HUD technology to be featured on all-new 2021 Chevrolet, GMC, and Cadillac SUV Models

Tokyo, Japan (8 October 2020) - NSG Group recently announced that its windshield Head-Up Display (HUD) technology will be featured in General Motors' all-new full-size SUVs: the 2021 Chevrolet Tahoe and Suburban, 2021 GMC Yukon/Yukon XL, and 2021 Cadillac Escalade/Escalade ESV models.

This new industry-leading 15-inch multi-color Head-Up Display will be among the many exclusive features making these models the best-selling SUVs in the United States.

The NSG Group's unique Advanced Press Bending technology, with best-in-class surface control, enables the production of complex windshields with HUD, an increasingly popular option among new vehicles.

NSG's continuous investment in advanced glass shaping technologies have positioned the group to respond to expanding customer needs generated by the rapidly advancing technology for driving assistance systems, such as Head-Up Display. The launch of the all-new the 2021 Chevrolet Tahoe and Suburban, 2021 GMC Yukon/Yukon XL, and 2021 Cadillac Escalade/Escalade ESV models is just one example of NSG Group's global effort to meet current and future customer demands in the automotive glass market.



**NSG Group** (TSE 5202) is one of the world's largest manufacturers of glass and glazing products for the architectural, automotive industry and technical glass sectors. With around 27,000 employees, NSG Group has principal operations worldwide and sales in over 100 countries. Founded in 1918, the company was transformed in 2006 with the acquisition of Pilkington plc, itself a global leader in the glass industry and the inventor of the Float Glass process. The Pilkington name was retained as a brand for the Group's architectural and automotive products. <http://www.nsg.com>

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