

# The Gentex Edge:

**Robust Technology, Value-Added Features, and Execution!**



*Investor Presentation*  
*November 1, 2010*

**GENTEX**  
CORPORATION

# SAFE HARBOR STATEMENT

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This presentation contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act, as amended, that are based on management's belief, assumptions, current expectations, estimates and projections about the global automotive industry, the economy, the ability to control and leverage fixed manufacturing overhead costs, unit shipment and net sales growth rates, the ability to control E,R&D and S,G&A expenses, gross profit margins, and the Company itself. Words like "anticipates," "believes," "confident," "estimates," "expects," "forecast," "hopes," "likely," "plans," "projects," "optimistic," and "should," and variations of such words and similar expressions identify forward-looking statements. These statements do not guarantee future performance and involve certain risks, uncertainties, and assumptions that are difficult to predict with regard to timing, expense, likelihood and degree of occurrence. These risks include, without limitation, employment and general economic conditions, worldwide automotive production, the maintenance of the Company's market share, the ability to achieve purchasing cost reductions, customer inventory management, supplier parts shortages, competitive pricing pressures, currency fluctuations, interest rates, equity prices, the financial strength/stability of the Company's customers (including their Tier 1 suppliers), supply chain disruptions, potential sale of OEM business segments or suppliers, potential additional customer (including their Tier 1 suppliers) bankruptcies, the mix of products purchased by customers, the ability to continue to make product innovations, the success of certain products (e.g. SmartBeam® and Rear Camera Display Mirror), and other risks identified in the Company's other filings with the Securities and Exchange Commission. Therefore, actual results and outcomes may materially differ from what is expressed or forecasted. Furthermore, the Company undertakes no obligation to update, amend, or clarify forward-looking statements, whether as a result of new information, future events, or otherwise.

# COMPANY SNAPSHOT

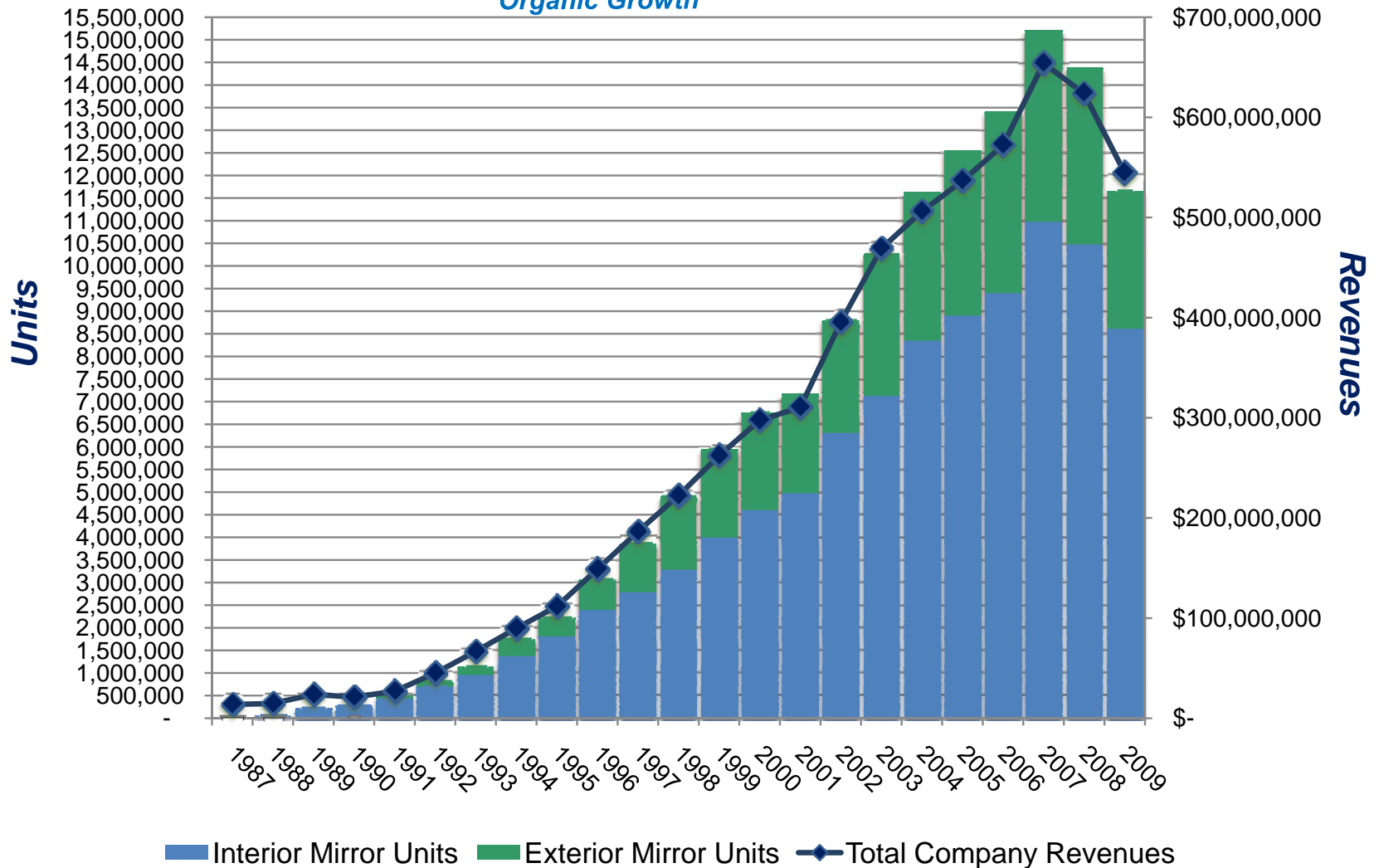
- **3 product lines: Interior and exterior automatic-dimming rearview mirrors for automotive vehicles (approximately 97% of revenues), fire protection products for commercial applications, and dimmable aircraft windows**
- 2009 CY unit shipments of approximately 11.7 million automatic-dimming mirrors (approx. -19% vs. 2008)
- ~2,900 employees (~20% technical/R&D)



# AUTO-DIMMING MIRROR UNIT SHIPMENTS AND COMPANY REVENUES HISTORY

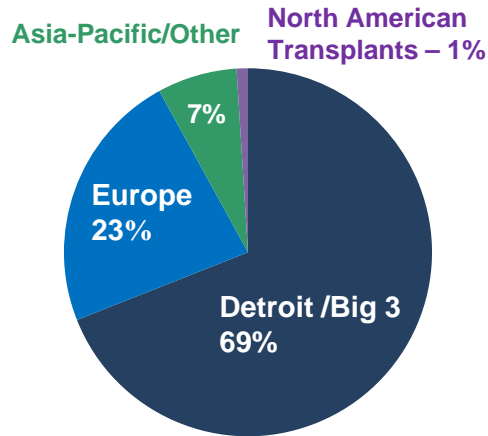
*18% compounded annual revenue growth since 1987*

*Organic Growth*



# AUTO-DIMMING MIRROR UNIT SHIPMENTS BY REGION

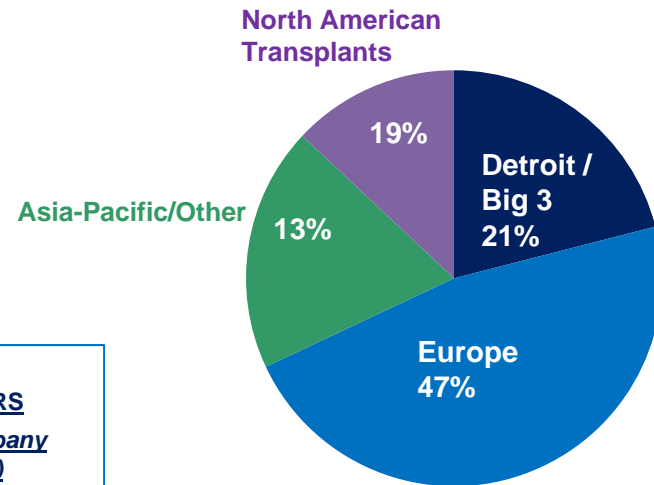
**CY1999 Units**



*Units in pie charts are calculated based on the location to which they are shipped.*

Euro-denominated sales were 11% in calendar year 2009 and are expected to represent approximately 5% of revenues in calendar year 2010, based on current exchange rates.

**CY2009 Units**



CY 2009: Approximately 79% of unit shipments go to OEMs headquartered outside of the U.S.

**TOP GENTEX CUSTOMERS**  
**(revenues – % of total company for year ended 12/31/09)**

- Toyota Motor Corporation – 17%
- Volkswagen/Audi – 15%
- Daimler AG – 14%
- General Motors – 13%
- BMW – 10%
- Ford – 10%
- Hyundai/Kia
- Nissan
- Chrysler

# NEW VEHICLE PROGRAMS IN 2010 CALENDAR YEAR (ANNOUNCED TO DATE)\*

**BMW X1 (C), (J), (K)**  
**Daihatsu Mira Cocoa (L)**  
**Kia Forte (A), (L)**  
**Kia Morning (L)**  
**Suzuki Kizashi (D)**  
**Honda Accord Crosstour (A), (L)**  
**Acura ZDX (A), (L)**  
**Honda CR-V (A)**  
**Ford Taurus (A), (L)**  
**Cadillac CTS Sportswagon (A), (L), (M)**  
**Cadillac CTS Sedan (A), (L), (M)**  
**Cadillac CTS Coupe (A), (L), (M)**  
**Chevrolet Camaro (A), (M)**  
**Lexus LS (A), (B), (K)**  
**Lexus RX (B), (J), (K), (L)**  
**Toyota 4Runner (A), (L)**  
**Toyota Sienna (C), (J), (K)**  
**Toyota Avalon (B), (D), (E), (J), (L)**  
**Audi A1 (A), (J), (K)**  
**Audi A3 (A), (B), (J), (K)**  
**Audi A6 (A), (B), (J), (K)**  
**Audi A8 (A), (B), (J), (K)**

**Audi Q5 (A), (B), (J), (K)**  
**Audi R8 (A), (B), (J), (K)**  
**Audi TT (A), (B), (J), (K)**  
**Volkswagen Eos (A), (J), (K)**  
**Volkswagen Golf (A), (B), (J), (K)**  
**Volkswagen Jetta (A), (K)**  
**Volkswagen Jetta Sportswagen (A), (K)**  
**Volkswagen Passat (A), (J), (K)**  
**Volkswagen Passat CC (A), (J), (K)**  
**Volkswagen Scirocco (A), (K)**  
**Volkswagen Sharan (A), (J), (K)**  
**Volkswagen Touran (A), (J), (K)**  
**Peugeot 508 (A), (K)**  
**Ford Explorer (A)**  
**Ford Escape (B), (E), (L)**  
**Ford F-250 SuperDuty® (A), (L)**  
**Saab 9-5 (A), (J), (K)**  
**Subaru Outback (C), (L)**  
**Toyota Corolla (A), (L)**  
**Toyota Auris (A), (L)**  
**Renault Latitude (A)**

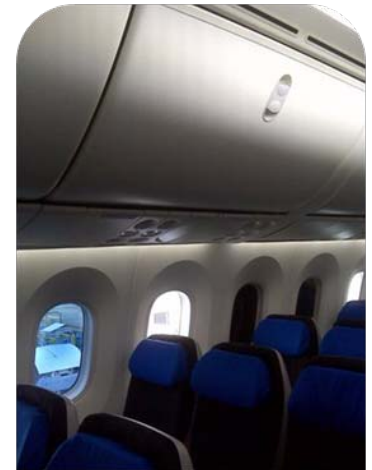


- A = auto-dimming interior base feature mirror
- B = auto-dimming interior mirror with compass
- C = auto-dimming interior mirror with compass display & universal garage door opener
- D = auto-dimming interior mirror with universal garage door opener
- E = auto-dimming interior mirror with Gentex's proprietary integrated, hands-free microphone
- F = auto-dimming interior mirror with compass/outside temp display & universal garage door opener
- G = auto-dimming interior mirror with rear camera display & Gentex Z-Nav compass transducer
- H = auto-dimming interior base feature mirror with Gentex Z-Nav compass transducer
- I = auto-dimming interior mirror with rear camera display & Gentex microphone
- J = auto-dimming exterior mirrors
- K = auto-dimming interior mirror with SmartBeam
- L = auto-dimming interior mirror with Rear Camera Display
- M = auto-dimming interior mirror with telematics

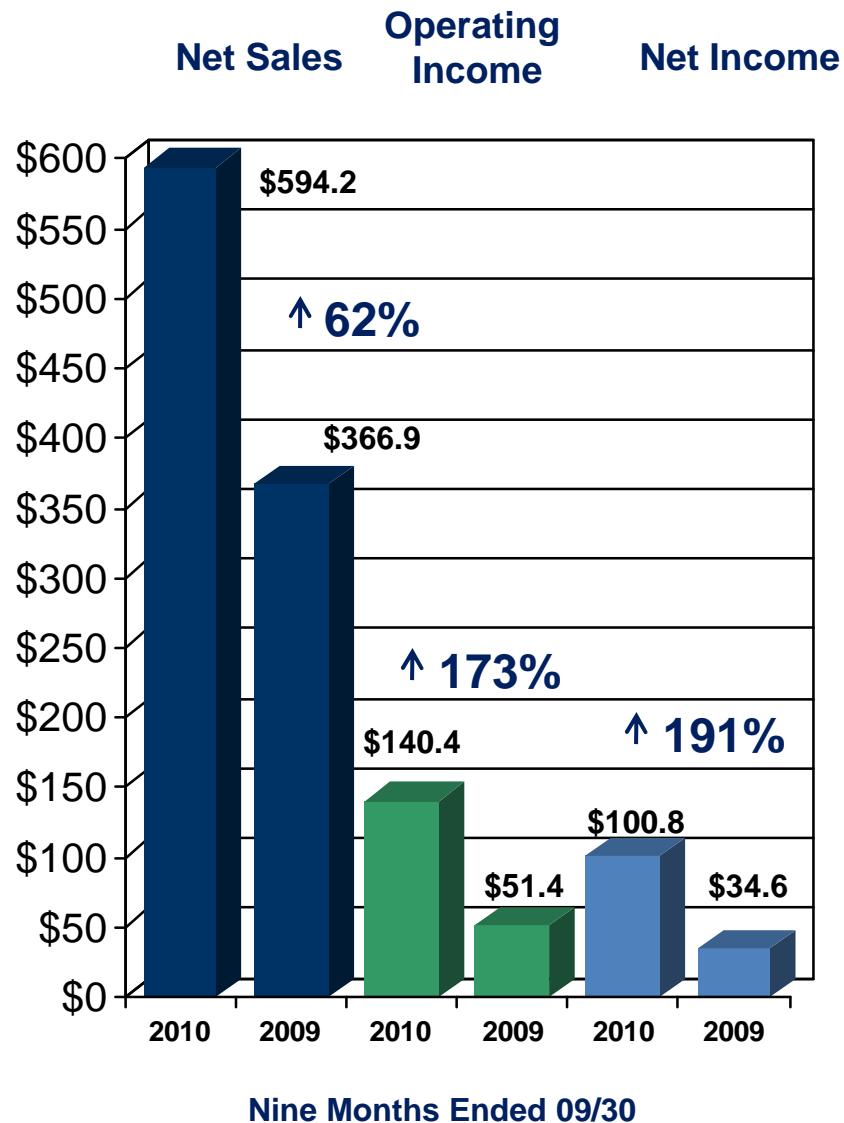
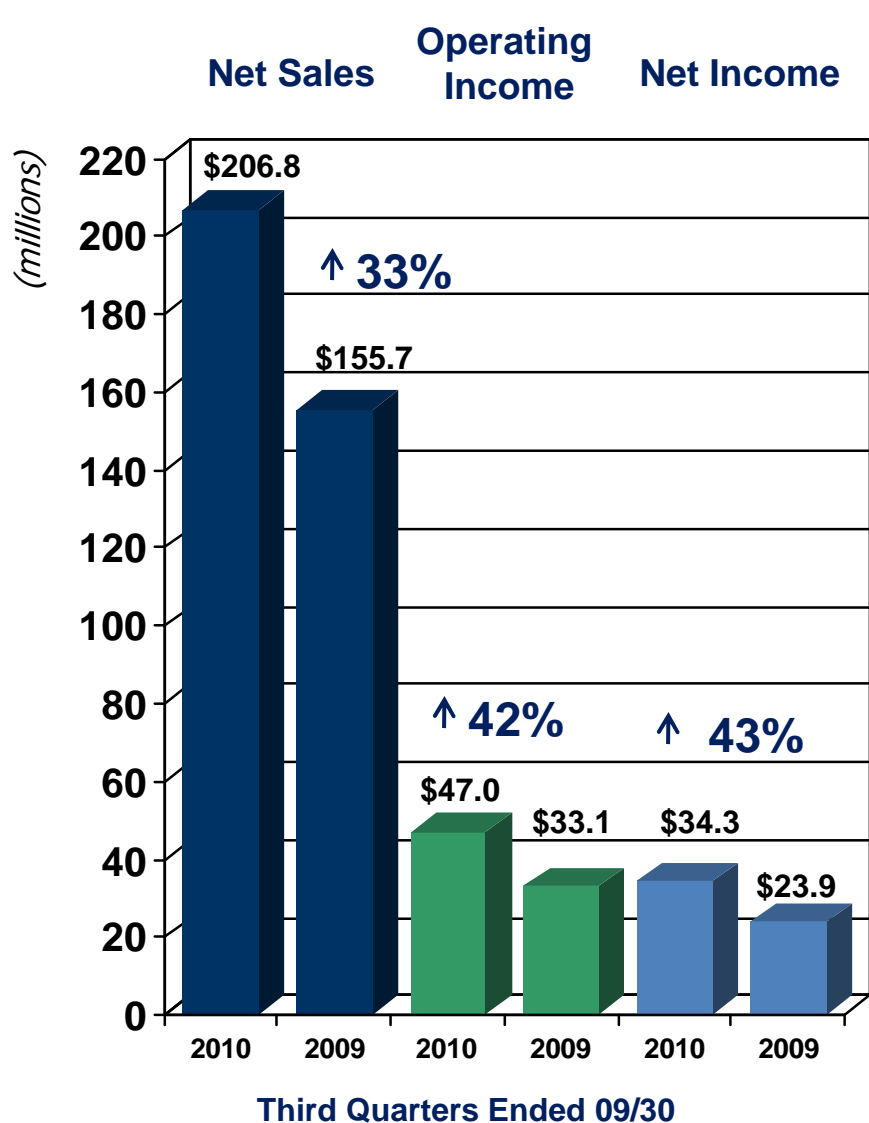
**\*All SmartBeam & RCD programs are also listed separately in their respective sections on slides 24 and 28.**

# FIRE PROTECTION PRODUCTS & DIMMABLE AIRCRAFT WINDOWS GROUPS

- Other net sales in the third quarter (Fire Protection Products and Dimmable Aircraft Windows) were \$5.4 million, a 15% increase compared with the third quarter of 2009.
- For the first nine months of 2010, Other net sales were flat at \$14.7 million.
- The Company has recently developed a series of carbon monoxide (CO) alarms.



# THIRD QUARTER AND NINE MONTH PERIODS ENDED SEPTEMBER 30, 2010 AND 2009





# HIGH GROWTH/HIGH MARGIN BUSINESS

## Factors Impacting Margins:

### Positive

- \*Purchasing Cost Reductions
- \*Engineering Cost Reductions (VAVE)
- \*Top Line Growth of 10%+
- \*Manufacturing Yield Improvements

### Negative:

- \*Annual Customer Price Reductions
- \*Top Line Growth of <10%
- \*Supply Chain Stresses
- \*Learning Curve: Lower Yields on New Products/Processes

### Additional negative factors over the past several years

3Q 2004 - 4Q 2006

New Product/Processes: Introduction of SmartBeam and Microelectronics production capabilities

2Q 2004 - 1Q 2010

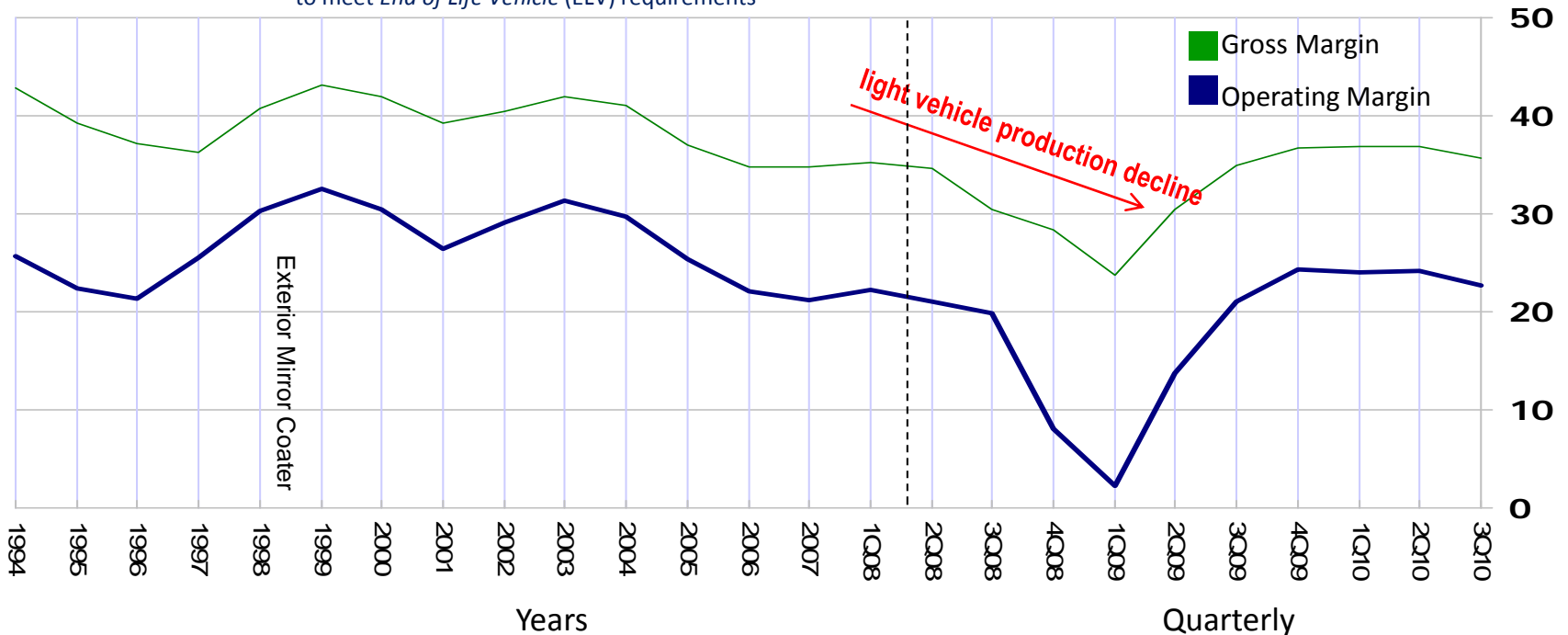
Production Declines: GM T800-900 (full size truck/SUV) changeover and reduction in vehicle production levels

1Q 2005 - 4Q 2006

Product Re-Design: Introduction of Bezel-Free OEC mirror to meet increased field-of-view requirements in Europe

3Q 2004 - 3Q 2006

Product Re-Design: Complete re-design of all interior mirror circuit boards to eliminate certain materials (i.e. lead) to meet *End of Life Vehicle* (ELV) requirements



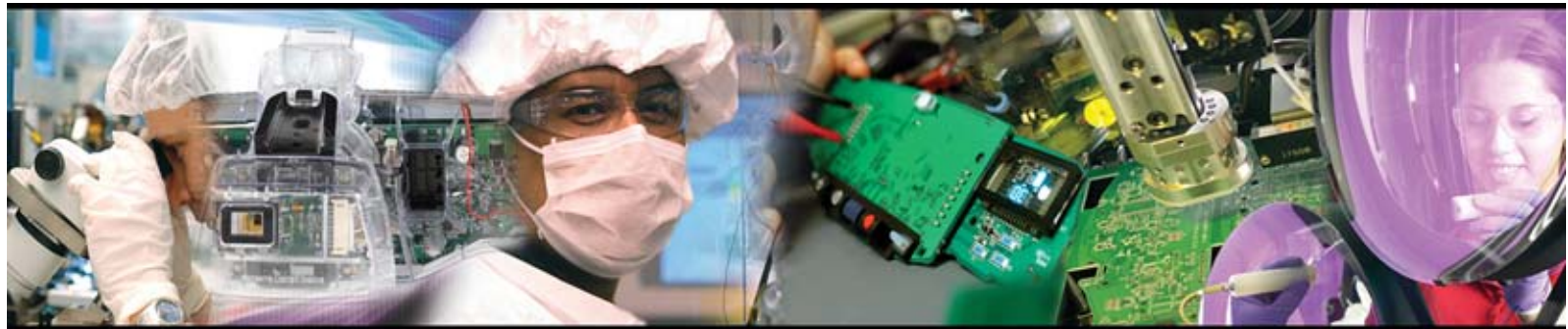
# GENTEX: AN INTERNATIONAL COMPANY SERVING A GLOBAL INDUSTRY

- **5 manufacturing plants** (4 automotive, 1 fire protection) – **all located in Zeeland, Michigan.**
- **Current estimated *building capacity* to manufacture approximately 15-20 million interior and nine million exterior mirror units annually** (based on current mix). Production line capacity is added as required with each new model year.
- Automotive Sales/Engineering Offices in Michigan, Japan, England, France, and Sweden. Automotive sales, engineering, and warehouse facilities in Germany and China.



# AGGRESSIVE INVESTING FOR FUTURE GROWTH: R&D INVESTMENT THREE TIMES THE TYPICAL AUTO SUPPLIER

- Invested approximately 8% of net sales in ER&D in the 2009 calendar year.
  - Many programs will not produce revenues for another 2-3 years.
- Also investing to develop the infrastructure for our offices in Western Europe and Asia.
  - Preparing for the strong growth expected in those markets over the next 3-5 years.
- This investment is critical to support new business in those markets and to achieve future goals for growth.



# OUR STRATEGY REMAINS THE SAME

## Grow Top Line

- \*New models
- \*Increase penetration
- \*Add exterior mirrors

## Innovation

- \*First to market with new technologies
- \*Improve competitive advantage through upgrading/automating manufacturing processes

## Increase Dollar Content

- \*Add one or more features to interior or exterior mirrors

# WHAT MAKES GENTEX DIFFERENT FROM THE COMPETITION?

- *We are a company that invents and commercializes products that consumers want*
- First to introduce every new mirror-borne electronic feature to the market
- Focus on core business of auto-dimming mirrors: we spend 95+% of our time thinking about auto-dimming mirrors
- *Superior products/Superior performance*  
From 1993 until today, Gentex employees have earned the highest quality awards from automakers and independent sources. Awards include:



## General Motors

- 2008 GM Corporation of the Year
- Supplier of the Year (13-time winner)
- Mark of Excellence

## Chrysler

- Global Supplier Award 2003 + 2005
- Chrysler Platinum Pentastar Award
- Chrysler Gold Pentastar Award

## Ford

- Total Quality Excellence
- Full Service Supplier Award
- Gold Star Award - Quality

## Toyota Motor Manufacturing

- 2007 Toyota Regional Contribution Award
- 2005 Quality Excellence Award

## Toyota Motor Sales

- Platinum (Top Performing) Supplier Award

## Toyota Motor Engineering and Manufacturing North America

- 2008 Excellence Award in Technology - SmartBeam

## Subaru of America, Inc.

- Gold Award - Top Supplier

## Nissan

- 2004 Zero Defect Award (three-time winner)

## Gulf States Toyota

- Extra Mile Appreciation Award

## Hyundai/Kia

- 2008 Supplier of the Year

## Honda

- 2007 Supplier Conference Award- Quality and Delivery

## PACE Awards (Automotive News/Ernst & Young)

- Three-time finalist
- Six-time winner

# WHAT MAKES GENTEX DIFFERENT FROM THE COMPETITION?

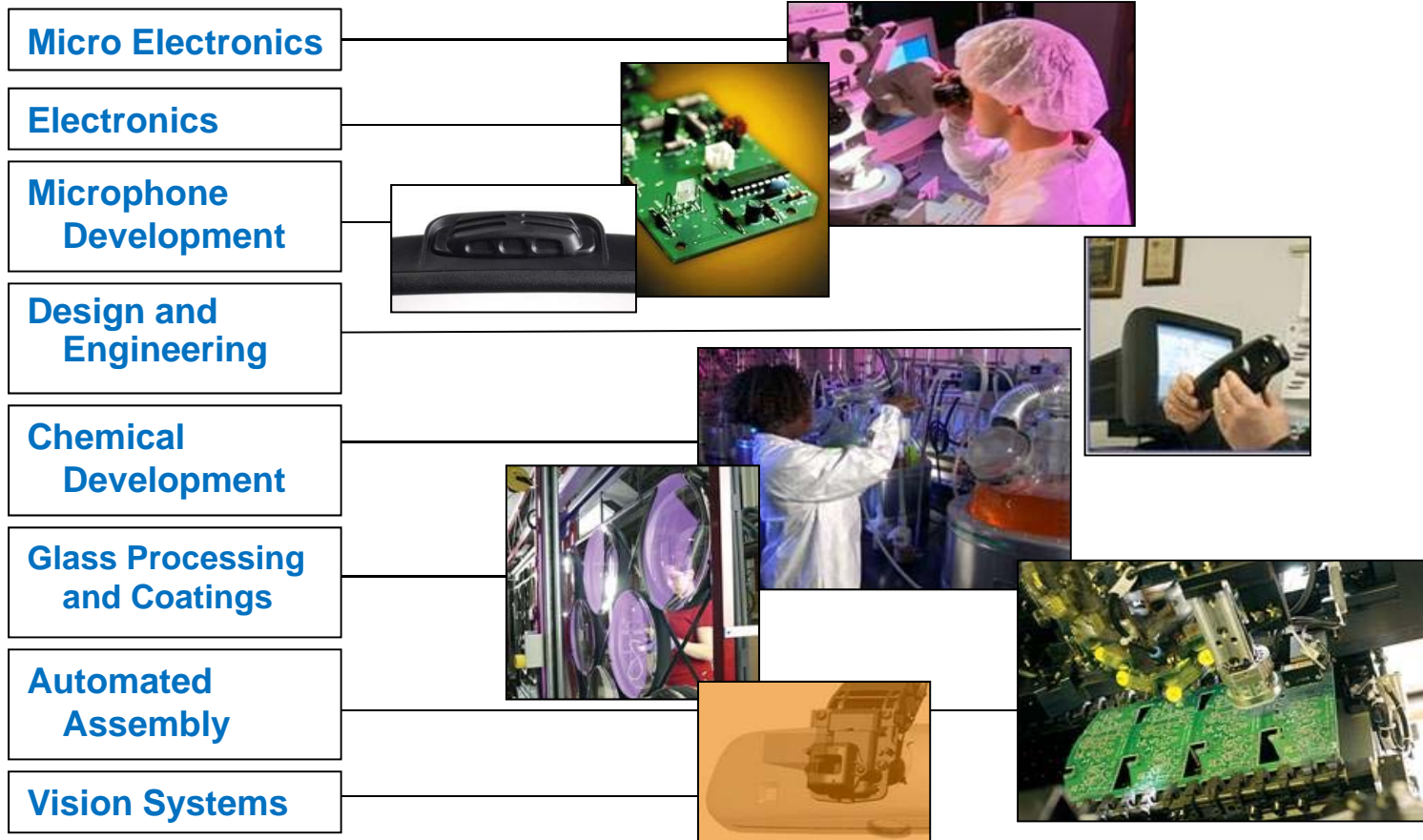
Execution, execution, execution!

Continue to innovate processes and raise the bar, increasing the technology gap between Gentex and its competitors

- It takes a group of people with the right combination of technical skills to make this happen

- Vertical integration and automation: Gentex has the benefit of volume to be able to make these important investments

- Concentrate on core competencies



# ESTIMATED AUTOMATIC-DIMMING MIRROR GLOBAL MARKET SHARE: 2009 CALENDAR YEAR (Units)

## GENTEX CORPORATION

### OEM Customers/Brands

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>BMW               <ul style="list-style-type: none"> <li>• BMW</li> <li>• Rolls Royce</li> </ul> </li> <li>Fiat Group               <ul style="list-style-type: none"> <li>• Alfa Romero</li> <li>• Chrysler</li> <li>• Dodge</li> <li>• Jeep</li> <li>• Lancia</li> </ul> </li> <li>Ford Motor Company               <ul style="list-style-type: none"> <li>• Ford</li> <li>• Lincoln</li> <li>• Mercury</li> </ul> </li> <li>Geely Holding Group               <ul style="list-style-type: none"> <li>• Volvo</li> </ul> </li> <li>General Motors               <ul style="list-style-type: none"> <li>• Buick</li> <li>• Cadillac</li> <li>• Chevrolet</li> <li>• GMC</li> <li>• Opel</li> </ul> </li> <li>Honda               <ul style="list-style-type: none"> <li>• Acura</li> <li>• Honda</li> </ul> </li> <li>Hyundai/Kia Motors               <ul style="list-style-type: none"> <li>• Hyundai</li> <li>• Kia</li> </ul> </li> <li>Isuzu</li> <li>Maserati</li> <li>Mazda</li> <li>Mercedes-Benz</li> <li>Mitsubishi</li> <li>Nissan               <ul style="list-style-type: none"> <li>• Infiniti</li> <li>• Nissan</li> </ul> </li> <li>Porsche</li> <li>PSA               <ul style="list-style-type: none"> <li>• Citroen</li> <li>• Peugeot</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>Renault Group               <ul style="list-style-type: none"> <li>• Renault Samsung Motors</li> </ul> </li> <li>Saab-Spyker Corporation</li> <li>Ssangyong</li> <li>Subaru</li> <li>Tata Motors               <ul style="list-style-type: none"> <li>• Jaguar</li> <li>• Land Rover</li> </ul> </li> <li>Toyota               <ul style="list-style-type: none"> <li>• Lexus</li> <li>• Toyota</li> </ul> </li> <li>Volkswagen               <ul style="list-style-type: none"> <li>• Audi</li> <li>• Bentley</li> <li>• SEAT</li> <li>• Skoda</li> <li>• Volkswagen</li> </ul> </li> </ul> |
|--|---|

### Tier 1 Customers

- Alfred Englemann
- Integrated Manufacturing and Assembly
- FICOSA
- Ichikoh Industries
- Magna Mirrors
- Metagal
- Murakami Kaimeido
- SMR
- Tokai Rika

### Accessory and Aftermarket

- Honda
- Kia
- Mazda
- Mito Corporation
- Mitsubishi
- Nissan
- Subaru
- Suzuki
- Toyota

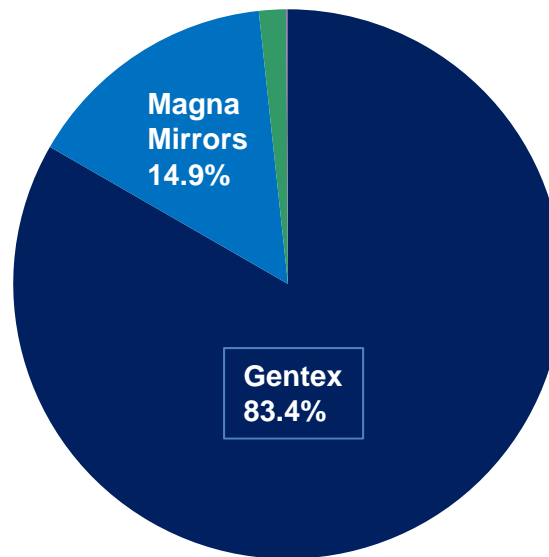
1.6% TOKAI RIKA

Toyota/Lexus (exterior only)

<0.1%

MURAKAMI KAIMEIDO

Mitsubishi



### MAGNA MIRRORS

- Acura/Honda
- BMW
- Citroen
- Ford
- General Motors
- Hyundai/Kia
- Lexus
- Mitsubishi
- Nissan (aftermarket)
- Peugeot
- Porsche
- Renault Samsung
- Tokai Rika

***Gentex serves over 30 automotive customers (OEM and tier one suppliers) in over 25 countries.***

# AUTO-DIMMING MIRROR MARKET – ESTIMATED POTENTIAL

- There are approximately 65 million light vehicles produced annually worldwide (19% N. America, 32% Europe, 49% Asia Pacific/Other).
- We estimate that auto-dimming mirrors may penetrate approximately 45% of that market, or approximately 30 million light vehicles, over the next two vehicle cycles (10-12 years).
- Based on average mirror content of ~\$100 per vehicle...

**= approximately \$3 Billion Market Potential**

**As of 09/30/10, the cumulative installed base of Gentex auto-dimming mirrors was approximately 149 million units.**



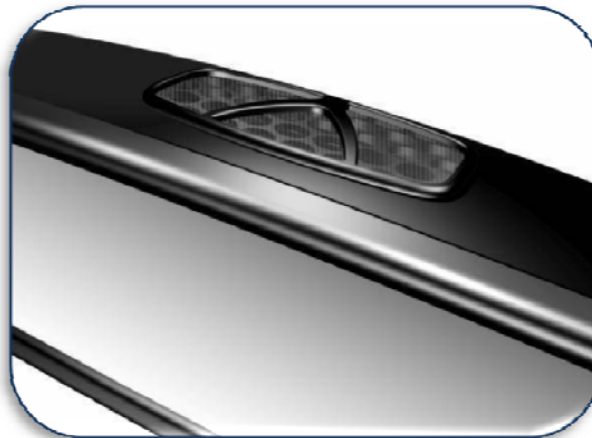
- In CY2009, approximately 18%\* of all light vehicles worldwide had an interior auto-dimming mirror and approximately 6%\* had at least one exterior auto-dimming mirror.
- Interior mirror penetration rates\*, by market, in calendar 2009 were approximately as follows:
  - 50-55% in North America
  - 25-30% in North America Transplants
  - 20-25% in Western Europe
  - Nearly 10% in Asia Pacific/South America

*\*Includes all auto-dimming mirrors manufactured by all suppliers of electrochromic mirrors .*



# FUTURE GROWTH DRIVERS

- I. Interior and exterior auto-dimming rearview mirrors
- II. Using mirror(s) as the **platform to bring electronic features** to the vehicle
- III. **Leveraging the Company's core competencies** to develop other products both in- and outside the automotive industry



# POTENTIAL FEATURES FOR INCLUSION IN REARVIEW MIRRORS

## Add-In and Add-On Features

➤ = existing products

### Safety/Security

#### *Interior Mirrors*

- Indicator LEDs for Alarm System
- Tire Pressure Display
- Rear Park Assist Display
- Rear Camera Display
- Hands Free Communication
- Telematics
- Remote Keyless Entry Receiver
- High Beam Headlamp Assist (SmartBeam)
- Rain/Fog Sensing
- Lane Departure Warning
- Sign Recognition
- Collision Warning
- Pedestrian Detection
- Occupant Sensing

#### *Exterior Mirrors*

- Turn Signal Indicators
- Side Blind Zone Indicators



### Comfort/Convenience

#### *Interior Mirrors*

- Map Lights
- Digital Compass
- Exterior Temperature Display
- Trip Functions Display
- Universal Garage Door Opener

**\*Advanced-feature mirrors represented about 57% of interior mirror shipments in CY2009.**

Lane Departure Warning



Sign Recognition



Collision Warning



# AUTO-DIMMING MIRRORS: WHY ARE THEY IMPORTANT?

- **It Starts With Safety**
  - **Gentex auto-dimming rearview mirrors protect your vision**, reduce stopping distances, and make nighttime driving safer.
  - **The benefits of auto-dimming mirrors have long been recognized** by the National Highway Traffic Safety Administration (NHTSA)
- **More Glare, More Drivers**
  - **There's more glare on today's roads** and expressways, which is exacerbated by:
    - The high-mounted headlamps of trucks and sport/utility vehicles
    - High-intensity discharge (HID) headlamps with the blue-violet hue
- **Demographics:** Aging driver population with eyes more susceptible to glare
- **Larger exterior mirrors**
- There are **more vehicles on the road** and we're driving more miles per person
- **Social and demographic trends** are working in our favor
- **Conclusion: Great growth potential in our core auto-dimming mirror business!**

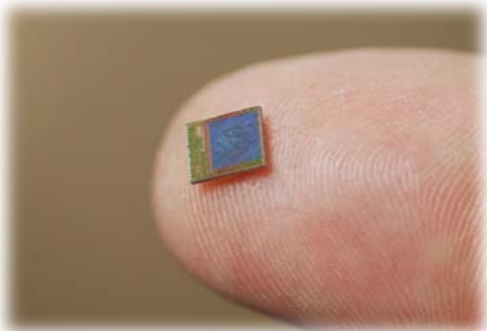


# THE MIRROR IS A NATURAL LOCATION FOR ELECTRONIC INNOVATION...WHY?

- Lower system cost
- Superior performance
- Increased packaging options
- Common electronics
- Superior styling
- Located in area swept clean by wipers
- Important location for sending/receiving signals
- Quick to market
- Consistent location across vehicle platforms
- Easy to service
- Protected location



# SMARTBEAM® INTELLIGENT HIGH-BEAM HEADLAMP ASSIST SYSTEM



- SmartBeam debuted in the 2005 model year. For the 2009 calendar year, the Company shipped approximately 437,000 SmartBeam units compared with approximately 295,000 units in 2008.
- Based on CSM Worldwide's end-of-September 2010 light vehicle production forecast, the Company now expects that SmartBeam units will increase by approximately 40-45% in calendar year 2010 compared with calendar year 2009.



# SMARTBEAM® INTELLIGENT HIGH-BEAM HEADLAMP ASSIST SYSTEM



## SmartBeam HBA – High-Beam Assist (auto high-beams)

During nighttime driving, SmartBeam High-Beam Assist (HBA) automatically turns on the high beams when no other vehicles are present. When headlamps, or tail lamps, of surrounding vehicles are detected, the system returns the headlamps to their low-beam state. When traffic clears, the high beams are turned back on in order to maximize forward lighting.

## SmartBeam VFL – Variable Forward Lighting (extends and contracts low-beam pattern)

SmartBeam Variable Forward Lighting (VFL) also automates high- and low-beam switching. But, in addition, by communicating with the vehicle's dynamic-leveling headlamp systems, it produces "continuously variable low beams" – automatically extending and contracting the low-beam pattern. This technology provides an added level of forward lighting optimization by maximizing both the low and high beams.

## SmartBeam DFL – Dynamic Forward Lighting (constant on high beams with block-out zones)

SmartBeam Dynamic Forward Lighting (DFL) can be used to control "constant on" high beam systems. It works in conjunction with emerging future headlamp technology to generate glare-free "block-out" zones that shield oncoming and preceding vehicles from headlamp glare. This allows light to be projected around the surrounding traffic, and optimizes the capabilities of the SmartBeam Intelligent Forward Lighting System.

# SMARTBEAM® INTELLIGENT HIGH-BEAM HEADLAMP ASSIST SYSTEM

## Features/Benefits

- Makes nighttime driving safer by maximizing high-beam usage
- Studies show that drivers use their high beam headlamps only 25% of the time it is appropriate to use them
  - At 50 m.p.h., you are literally outriding the pattern of your low beam headlamps, inhibiting your ability to stop for objects in the vehicle's path
- SmartBeam automatically turns off high beams when detecting other vehicles' head- or tail lamps; turns high beams back on when those lights are not present
  - Prevents you from accidentally leaving high beams on and blinding other drivers
  - Prevents driver distraction by fading high beams in and out, which also extends bulb life and is more aesthetically pleasing



**Proprietary CMOS active-pixel image-sensor technology yields the most reliable and accurate system ever produced**

- CMOS sensor not used as a camera: used as a highly sophisticated light sensor
- Patented filtering technique distinguishes street and other AC light sources from vehicle light sources (DC) to prevent unnecessary dimming
- Distinguishes between headlamps (white) and taillights (red), allowing for varied dimming thresholds

# SMARTBEAM® INTELLIGENT HIGH-BEAM HEADLAMP ASSIST SYSTEM: MARKET ACCEPTANCE

## 53 Models Offer SmartBeam (11 Automakers):

### Audi

A1  
A3  
A4  
A5  
A5 Cabrio  
A5 Sportback  
A6  
A8  
Allroad  
Q5  
Q7  
R8  
TT

### BMW

1 Series  
3 Series  
5 Series  
6 Series  
7 Series  
X1  
X5  
X6  
Z4  
5 Series GT

### Chrysler

300 and 300C  
Town and Country  
Jeep Commander  
Jeep Grand Cherokee

### General Motors

Cadillac DTS  
Cadillac Escalade  
Cadillac STS

### Opel/Vauxhall

Astra  
Insignia

### PSA Peugeot Citroen

Peugeot 508

### Rolls Royce

Drophead Coupe  
Ghost  
Phantom

### Saab

9-5

### Tata Motors/Land Rover

Discovery  
Range Rover  
Range Rover Sport

### Toyota/Lexus

Lexus RX  
Lexus LS  
Sienna  
Venza

### Volkswagen

Eos  
Golf  
Jetta  
Jetta Sportswagon  
Passat  
Passat CC  
Scirocco  
Sharan  
Touran

Tata Motors/Land Rover:  
Range Rover Sport

BMW 5 Series GT



Saab 9-5



Peugeot 508



VW Scirocco



VW Sharan



VW Jetta



Rolls Royce Phantom



Audi TT



Audi R8



Audi Q5



Rolls Royce Ghost



Jeep Grand Cherokee  
& Cherokee SRT8



Rolls Royce  
Drophead Coupe



BMW X5



Audi A3



VW Eos



Audi A5 Cabrio



BMW 6 Series



Audi A1



VW Touran



Audi Allroad



VW Golf



Toyota Sienna



BMW 7 Series



BMW 1 Series



Opel/Vauxhall Astra



Audi A6



BMW X1



Cadillac Escalade,  
Escalade ESV, and EXT



Audi A8



Cadillac DTS



BMW 5 Series



VW Passat CC



Toyota Venza



Tata Motors/Land Rover:  
Range Rover



BMW 3 Series



Opel Insignia



Audi A5



Audi A4



BMW Z4



BMW X6



VW Passat



Chrysler Town & Country



Lexus LS



Tata Motors/Land Rover:  
Discovery



Lexus RX



Cadillac STS



Jeep Commander



Audi Q7



VW Jetta Sportswagon



Chrysler 300/300C





## Consumer Reports Praises Lexus RX350 for Automatic High Beams

Of all the features on the 2010 Lexus RX350, Consumer Reports gave kudos to Lexus for the vehicle's "self-dimming high beams" (otherwise known as SmartBeam® High-Beam Assist). (*Consumer Reports Magazine*, April 2010, page 35)



# LEXUS AUTO HIGH BEAMS

Recommended  Recommendation suspended. See page 5. Better ← → Worst

Recommended	Overall road-test score	Survey results	Safety	Fuel economy	Highs	Lows
Price as tested	0 100	Predicted reliability Owner satisfaction Owner cost				
<b>SUVs: LUXURY</b>						
<input checked="" type="checkbox"/>	Lexus RX 450h	\$53,576				
<input checked="" type="checkbox"/>	Acura MDX*	46,365				
<input checked="" type="checkbox"/>	<b>Lexus RX 350</b>	47,381	<b>79</b>		21	
	Mercedes-Benz GL350 (BlueTec (direct))	66,925				

\*Powertrain changed since last test.

Powertrain, fuel economy, fit and finish, ride, quietness, self-dimming high beams, crash-test results, reliability.

Powertrain, fuel economy, fit and finish, ride, quietness, self-dimming high beams, crash-test results, reliability.

Lackluster handling, some rear visibility.



APRIL 2010 [WWW.CONSUMERREPORTS.ORG](http://WWW.CONSUMERREPORTS.ORG) 35

## A January 2010 study by The Planning Edge found that:

(Birmingham, MI USA)

- 90% of RX350 owners find high-beam assist useful.
- 93% of RX350 owners believe high-beam assist meets or exceeds expectations.
- 91% of RX350 owners want high-beam assist on their next vehicle.
- 94% of SmartBeam owners agree that high-beam assist is the type of feature they'd expect to find on an RX350.

**Lexus RX**  
Tested version:  
350 V8 (shown)

**RECOMMENDED**

Base MSRP price range:  
\$37,625 - \$44,275

Price It **CR+**

**Highs:** Powertrain, fit and finish, ride, quietness, fuel economy, self-dimming high beams, crash-test results, reliability.

**Lows:** Lackluster handling, some controls, rear visibility.

# REAR CAMERA DISPLAY (RCD) MIRROR

The Company has developed and is shipping a number of different displays in mirrors. The most prominent one at this time is the Rear Camera Display (RCD) Mirror.

## ***All vehicles have dangerous rear blind zones***

Although vehicles come in a myriad of shapes and sizes, most have one thing in common -- large and dangerous rear blind zones that make it nearly impossible for drivers to see directly behind them when backing up.

## ***Gentex RCD Mirror introduced in 2007***

In March 2007, Gentex announced the availability of its newest technology: an interior auto-dimming rearview mirror with an integrated system that displays what is directly behind the vehicle through the mirror's reflective surface when the vehicle is put in reverse.

## ***Why the Mirror?***

Because of its relatively low cost and simple vehicle integration, the rearview mirror display is a simple, economical way for automakers to offer the feature.



***When it comes to backing up, why look anyplace else?***

# REAR CAMERA DISPLAY (RCD) MIRROR

## ■ Feature:

- Backup camera video display in an automatic-dimming rearview mirror
  - Transflective display: entire mirror surface is reflective unless display is illuminated
  - Display available on either right or left side
- Helps identify potential hazards in vehicle's rearward path
- Graphic overlays guide the driver with helpful information on the distance between the vehicle and object behind

## ■ Benefits:

- Safety – provides driver with view directly behind vehicle prior to backing up
- Quick-to-Market
- Easy installation
- Lower cost – simple, cost-effective installation; no additional tooling cost
- Intuitive, safe display location – Ability to see display and rearview mirror simultaneously

## ■ Awards:

- 2008 PACE (Premier Automotive Suppliers' Contribution to Excellence) award for the Company's Rear Camera Display (RCD) Mirror
- Ford Motor Company's 2007 Recognition of Achievement Award: New Consumer-Focused Technology for the RCD Mirror



# REAR CAMERA DISPLAY (RCD) MIRROR

## 49 Models Have RCD Mirrors (8 Automakers):

### Daihatsu

Mira Cocoa

### Ford

E-Series

Expedition

F-Series

Escape

Fusion

Mustang

Taurus

Lincoln Navigator

Mercury Milan

### General Motors

Buick Enclave

Chevrolet Avalanche

Chevrolet Equinox

Chevrolet Silverado

Chevrolet Tahoe

CTS Coupe

CTS Sedan

CTS Sportswagon

HHR

Suburban

GMC Acadia

GMC Sierra

GMC Terrain

GMC Yukon

### Honda

Acura MDX

Acura RDX

Acura ZDX

Honda Accord Crosstour

### Hyundai/Kia

Kia Borrego/Mohave

Kia Forte

Kia Morning

Kia Sorento

Kia Soul

### Mitsubishi

Eclipse

Eclipse Spyder

### Subaru

Outback

Tribeca

### Toyota

Lexus RX

Toyota 4Runner

Toyota Auris

Toyota Avalon

Toyota FJ Cruiser

Toyota Prius

Toyota RAV 4

Toyota Sequoia

Toyota Tacoma

Toyota Tundra

Toyota Verso



Tribeca



RX



Sierra



Sorento



RAV 4



Avalon



HHR



Navigator



Fusion



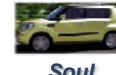
Silverado



Eclipse Spyder



Forte



Soul



Mustang



Sequoia



Acadia



MDX



Corolla



CTS Sedan



Morning



Milan



Tundra



Verso



Auris



Expedition



Borrego/Mohave



ZDX



Taurus



Suburban



Yukon



Equinox



CTS Sportswagon



Mira Cocoa



Outback



4Runner



Accord Crosstour



Tahoe



Tacoma



Terrain



F-Series



Enclave



Eclipse



CTS Coupe



FJ Cruiser



Escape



RDX



E-Series Van



Avalanche



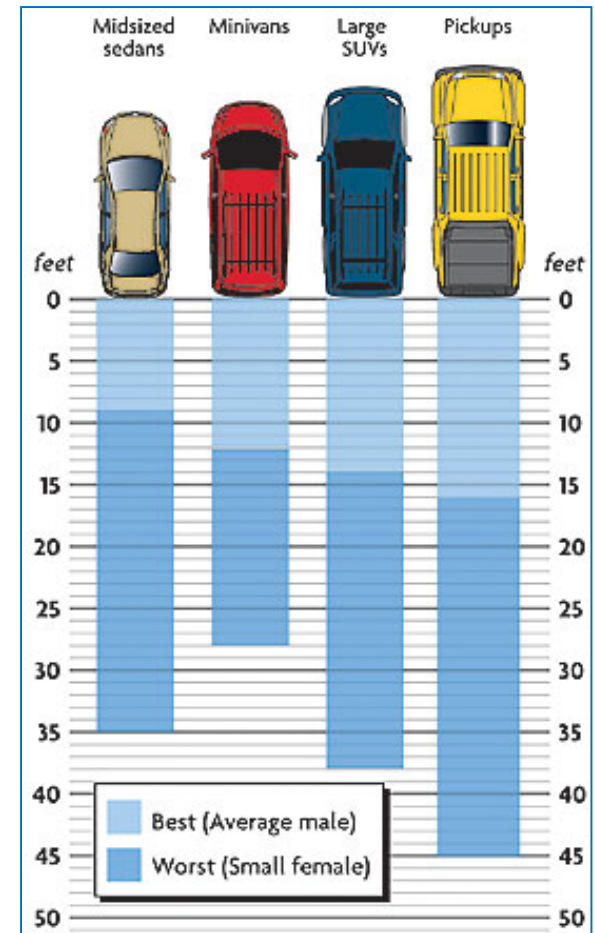
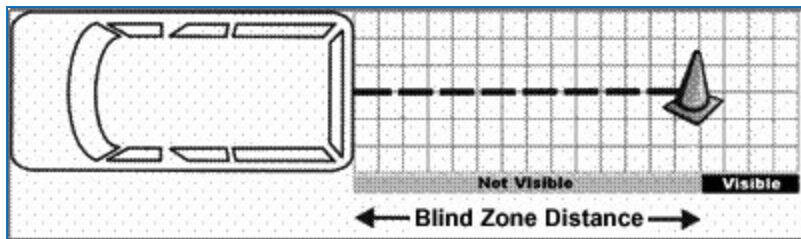
Prius

Also shipping for nearly 20  
Aftermarket or dealer-installed programs

# REAR CAMERA DISPLAY (RCD) MIRROR

## Rear Blind Zone Problematic On Virtually All Vehicles

- Virtually all vehicles have rear blind zones
- Pick-ups and SUVs are the worst
- The **average** rear blind zone across all vehicles is 14 to 23 feet, depending on the height of the driver (*Consumer Reports*)
- Sedans, on **average**, have a blind zone only two feet less than SUVs; in fact, many sedans were found to have worse rearward visibility than SUVs, due to the high “beltlines” on those vehicles.



Expert • Independent • Nonprofit

**ConsumerReports.org**

# REAR CAMERA DISPLAY (RCD) MIRROR

## Guidance

The Company shipped approximately 270,000 RCD mirror units in CY 2008, and approximately 573,000 in CY 2009. Based on CSM Worldwide's end-of-September 2010 light vehicle production forecast, the Company now expects that RCD mirror units will approximately double in calendar year 2010 compared with calendar year 2009.

## Consumer Research

### *The Planning Edge, Inc., 2007*

- 73% prefer RCD in the mirror
- 83% want RCD on their next vehicle
- 77% agree that the rearview mirror is the natural place for a RCD

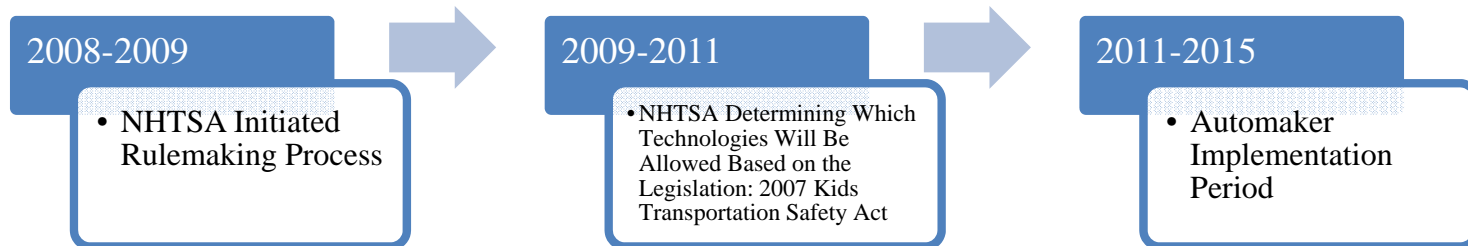
### *General Motors & Virginia Tech Transportation Institute (May 2008)*

- 3.5" display in an interior rearview mirror was the preferred location in a vehicle
- A rear vision display integrated within the interior rearview mirror led to the highest backup avoidance rates.

## Legislation

### *Kids Transportation Safety Act of 2007*

On February 28, 2008, President Bush signed into law **legislation making some type of type of rear backup warning device required on all vehicles**. The National Highway Traffic Safety Administration (NHTSA) is interpreting the legislation, which **may include sensors, additional mirrors, rear camera displays for backing up** (which could be in a mirror, navigation system or other multi-purpose LCD display). NHTSA's interpretation of the legislation is expected to be published for public comments in mid-November 2010, and the final interpretation is due in February 2011.



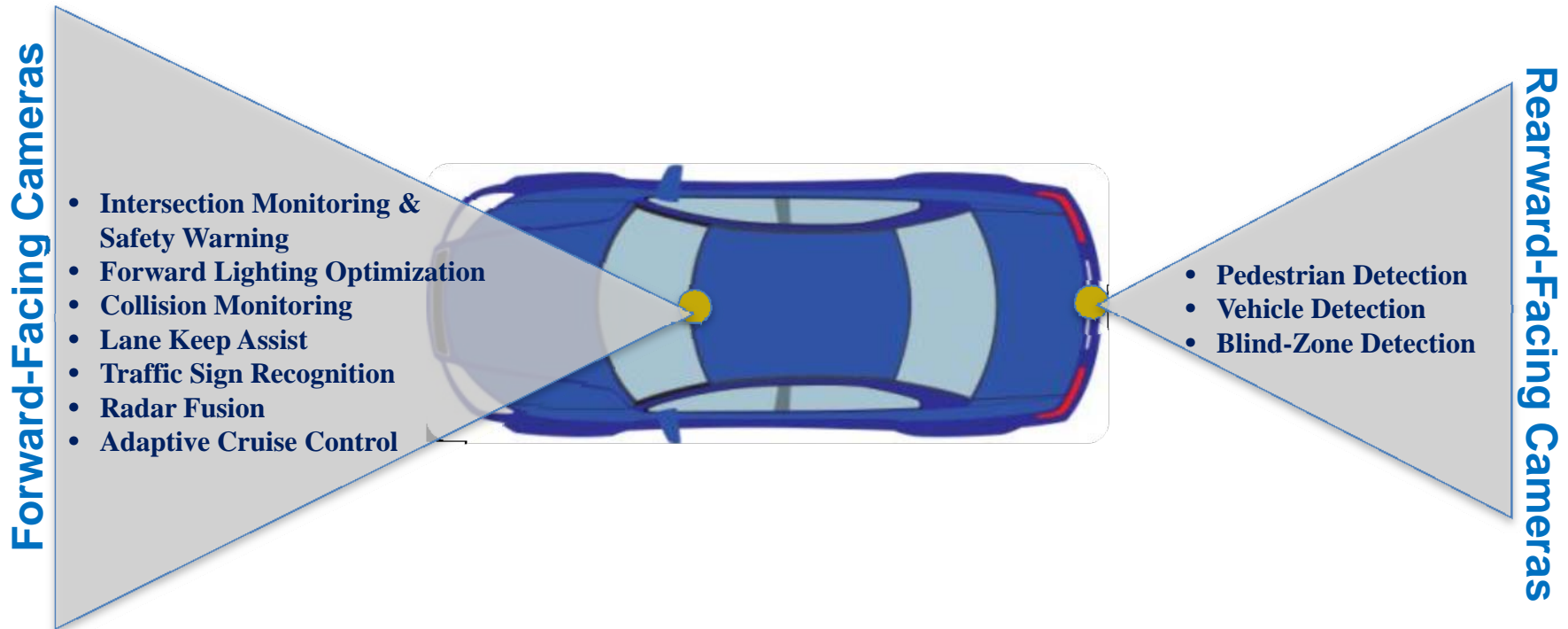
# DIMMABLE WINDOWS FOR AIRCRAFT

- **Currently shipping dimmable windows for aircraft** for Boeing 787 Dreamliner Series (in conjunction with PPG Aerospace).
- **Estimated \$50 million over first five years of production** (based on Boeing's production schedule at the time of the announcement in 2005); majority of revenues to Gentex.
- For each passenger aircraft, **Gentex is shipping approximately 100 window sub-assemblies and the electronics** to control the windows for the passenger compartment.
- Update on 787 order history is available at <http://active.boeing.com/commercial/orders/index.cfm> .
- The Company is also shipping dimmable windows for use on the passenger cabin windows of the **2010 Beechcraft King Air 350i aircraft, the first aircraft in the general and business aviation area** with dimmable windows. Each aircraft has 15 windows.
- Dimmable window technology has also been shown to **other aircraft manufacturers** and Gentex is working with them and PPG Aerospace on potential additional programs.
- **Potentially a profitable niche market for Gentex.**



*Boeing 787 passenger windows measure approximately 12" wide by 18" long*

# POTENTIAL LONGER-TERM APPLICATIONS: COMPANY WILL INVEST IN THOSE WHERE THERE'S A STRONG BUSINESS CASE



## - Microelectronics Products

- CMOS Imager Design
- CMOS Imager Components
- CMOS Imager Optics
- Sensing Cameras
- Video Cameras

## - Camera Algorithm Applications

- Lane Keep Assist
- Collision Monitoring
- Driver Awareness Monitoring
- Blind Spot Detection
- Backup Obstacle Detection and Warning
- Intersection Monitoring and Safety Warning
- Fusion with GPS
- Fusion with Radar

## - Electrochromic Technology

- "Smart" Windows/ Architectural Glass



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**Investor Relations/Corporate Communications Department**  
**November 1, 2010**

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