Valeo renews the package of “Wasabi d'air”, after recording 3 million units of cumulative shipment

Tokyo, May 9, 2019 – Valeo Japan announced that it renewed the package of “Wasabi d'air”, antibacterial deodorant for air conditioning, after recording 3 million units of cumulative shipment since its launch in July 2006. A long-seller product, Wasabi d'air has won the No. 1 position in the fragrance and deodorant category of the “Minkara Parts of the Year 2018” for the second consecutive year in 2017 and 2018. The new package using “Wasabi” green cartridge and a black box will be displayed gradually after the Golden Week.

“Wasabi d'air” is antibacterial deodorant for air-conditioning, which reduces the activity of microbes by diffusing the antimicrobial constituent of synthetic Wasabi. The unpleasant odors of air conditioner have two origins: odors from outside and odors generated in the air conditioner. During the parking, bacteria and mold easily grow up inside of the air conditioner due to the high temperature after use. According to an internal test, “Wasabi d'air” can reduce the number of microbes, which cause of the odors by one hundredth. Conventional deodorant filters reduce only the odors from outside only, and they cannot eliminate the odors occurred in the air conditioner. However, “Wasabi d'air” reduces the activity of microbes by diffusing the antimicrobial constituent of synthetic Wasabi inside of the air conditioner. Also, “Wasabi d'air” can be easily clipped on an air conditioning filter and it is compatible for almost all the vehicles.

Since the introduction to the market in July 2006, the sales of Wasabi d'air continue to increase and recorded 3 million units of cumulative shipment in October 2018. Wasabi d'air is sold as OES through automotive dealers, and in the aftermarket by Valeo’s aftermarket distribution partner, PIAA (SRP: 2,551 yen tax included – 2,362 yen without tax).

Mr. Ali Ordoobadi, Representative Director and President of Valeo Japan, commented, “It was known that Japanese traditional spice, Wasabi, has antiseptic effect from long time ago. Valeo R&D team in Japan focused on it and developed “Wasabi d’Air”, which utilizes antiseptic agent of Wasabi to get rid of air conditioning odors and launched in the market. I am very happy that Wasabi d'air, a product born in Japan recorded more than 3 million units of cumulative shipment. Also, I hope the renewed Wasabi d'air will be more popular with our customers.”