Design your passion
from your eyes
Toyota Boshoku develops seats that enable passengers to truly enjoy the characteristics of each car first-hand, cabin space interiors that provide people with unforgettable moments and filtration technology that elicits the best engine performance even in harsh environments.

By developing products from the perspective of passengers, envisioning how they feel and taking to heart various settings and scenes through their eyes, the Toyota Boshoku group is able to create interior spaces that enrich customers’ mobility life.

We always consider the features our customers want in a car and what comfort and safety means to them. As a car interior system supplier, we work to develop technologies that take into account everything the customer desires from automobile interior spaces.

In order to realise our vision, “Looking into the future, we will create tomorrow’s automobile interior space that will inspire our customers the world over,” the Toyota Boshoku group strives to look through the eyes of passengers at every opportunity with the aim of providing attractive interior spaces for people in each region of the world.
Car seats play an important role in supporting the body and ensuring safety and comfort. As a leading pioneer in seat creation, the Toyota Boshoku group has invested many years developing seats that elicit the maximum potential of each car.

What do you want in a car? A sporty drive? Comfort? Luxury? The features of a car seat to support the body differ depending on what the customer wants in a car and the intended purpose.

The Toyota Boshoku group develops seats that elicit the maximum potential of each car, seats that make the vehicle easier to drive and handle, and that ensure the ultimate in comfort and pleasure.

For instance, we develop seats for sports cars that provide solid support for the body on any road so that you feel as if you are one with the car. For family cars, we provide seats that are highly functional and user-friendly, such as seats that can be arranged to suit changing needs as the family grows, and seats that anyone can fold up easily. For luxury cars, we provide plush interior spaces with seats equipped with a massage function and an ottoman that make you feel like you’re travelling in first class.

In order to develop seats for diverse car styles, we view seats as more than mere products. Instead, we strive to develop technologies that make seats feel like a natural part of the car. We aim to produce seats that maximise performance and that become one with the car through scientific analysis of shaking and vibration that occur during driving, having seat assessment experts test cars. We also quantify and evaluate non-specific aspects such as ride quality and comfort.

Furthermore, as professional seat makers we meticulously pursue safety. We are constantly conducting research on how to reduce impacts to the body in the case of an emergency and to commercialise this technology.

We aim to develop seats that provide comfort and safety for everyone in the car in any setting around the world.

Seats that provide natural support for the body enhance the comfort and pleasure of riding in cars.
Some of the best memories are made in the car.

More than just a means for going places, cars can also provide us with unforgettable moments. Staying one step ahead of the times, the Toyota Boshoku group develops interiors that enrich users’ mobility life and which provide comfortable automobile interior spaces.

Become closer with your family. Enjoy a drive with a friend. Create lasting memories with that someone special... Cars are not just a means to get us where we want to go but also a place that provides us with unforgettable moments.

The Toyota Boshoku group always considers what our customers want, their needs and different settings to provide interior spaces perfect for each car, interiors that stimulate the senses.

For instance, we develop top-quality interior spaces for luxury cars with an emphasis on aesthetics to provide a high-class ambiance. We also provide interiors for family cars that make car travel fun for the entire family. In compact cars, we offer interior spaces that maximise limited space.

In addition to providing a diverse range of interior spaces that meet various needs, we are making advances in realising cars that are more compact and energy efficient. We have already made individual products smaller and lighter. At the same time, requirements aimed at making interior spaces even more comfortable are ever-more demanding.

To this end, we consistently conduct research into interior spaces required for next-generation automobiles with a view to staying one step ahead of the times. Aiming to totally coordinate automobile interior spaces, we focus on diverse elements such as texture, design and acoustics as well as the use of light to enhance interior spaces. Efforts have even extended to the field of electronic components, which includes various forms of illumination.

We develop attractive automobile interiors based on our accumulated know-how and technology as a world-leading supplier of interior systems. Our goal is to deliver interior spaces in which people from every country and region of the world can create unforgettable moments that will last a lifetime.

CONCEPT BOOK

Door trims
Door trim panels are key components in interior spaces of vehicles.

Headboards
We provide high-value-added products such as sunroofs that enable passengers to enjoy the open-sky sky and experience the exhilaration that comes from car travel.

Illuminations
Roomy interiors adorned with stylish design and soft lighting give the feeling of being in an upscale lounge.
Filtration technology, which removes impurities to deliver clean air, is indispensable to car production. The Toyota Boshoku group incorporates our mainstay textile technology into filtration technology to maximise engine performance.

Evaluating each part individually, we also thoroughly assess equipment. By enhancing analysis techniques to visualise the flow of air inside the air filter and the transmission characteristics of engine intake noise, we work to create products that elicit the best performance from each car.

We also strive to develop higher value-added products that meet the needs of society by enhancing performance, increasing efficiency and lowering costs in addition to promoting modularisation and systemsatisation, and improving environmental responsiveness and comfort.

Swirling dust impedes your vision as you travel through the wilderness. The long and winding road seems like it goes on forever. Under such tough conditions, cars use a variety of filtration technologies to ensure smooth and stable driving.

The Toyota Boshoku group makes use of textile technology, one of our mainstay businesses, and hones filtration technology to realise higher efficiency, longer life and low pressure loss.

We currently command the top global share in the air filter and oil filter fields based on technologies that boast the highest standards in the automobile industry. For engines, we develop air induction system products that meet the needs for greater efficiency and reduced size and weight as well as oil filters with replaceable elements that significantly reduce environmental load. These and other products play a big part in eliciting the best performance from an engine.

For vehicle air conditioning systems, we develop enhanced performance deodorising cabin air filters and pollen removal cabin air filters to deliver a clean and comfortable vehicle interior space.

We aim to produce filtration and powertrain components that are one with the car. Besides evaluating each part individually, we also thoroughly assess equipment. By enhancing analysis techniques to visualise the flow of air inside the air filter and the transmission characteristics of engine intake noise, we work to create products that elicit the best performance from each car.

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We also strive to develop higher value-added products that meet the needs of society by enhancing performance, increasing efficiency and lowering costs in addition to promoting modularisation and systemsatisation, and improving environmental responsiveness and comfort.
We seek to make cars that are kinder to the earth for the sake of our children.

Improving the environmental performance of cars is an ongoing challenge. In addition to contributing to improved fuel efficiency in cars by reducing product weight, the Toyota Boshoku group works to reduce CO2 emissions through the use of plant-derived materials and by promoting manufacturing with minimal environmental impact.

What comes to mind when you hear the term “environmentally friendly car”? In the Toyota Boshoku group, we aim to make products lighter and more compact as well as employ plant-derived materials in order to contribute to the creation of cars that are kind to the environment.

In terms of initiatives to reduce weight, we conducted a thorough review of the design structure of our products based on the keywords “eliminate, combine and simplify,” and have started to replace materials. One example is the switch from aluminium to plastics. Although the reduction in weight in each product may be minimal, collectively, this contributes to improved fuel efficiency for the car as a whole.

As an interior system supplier, we strive to provide more compact interior components that take into account the entire interior space of an automobile and that realise energy conservation, lower CO2 emissions and higher levels of comfort and safety.

For instance, by employing plant-derived materials with high CO2 absorption capabilities and that grow quickly, such as kenaf, we are working to reduce CO2 emissions throughout a product’s lifecycle.

Furthermore, we are engaged in development and manufacturing of next-generation auto components such as key parts for powertrain, the power source of fuel cell vehicles.

We also aim to contribute to environmental conservation by manufacturing products using eco-friendly processes such as creating production lines with low environmental impact that focus on saving energy.

Amid rising environmental awareness worldwide, we aim to help realise a society in which people in coming generations can drive with peace-of-mind by developing future-focused, low-impact products and by continuously carrying out eco-oriented initiatives in manufacturing.
Globalisation

Targeting the global market

Optimal development framework for greater global competitiveness

Needs related to interior spaces in vehicles differ depending on the region of the world. The Toyota Boshoku group has a global development framework set up to meet the needs of customers in five different regions of the world, which are divided into The Americas, Asia & Oceania, China, Europe & Africa and Japan.

As markets expand, mainly in emerging countries, and customer needs diversify, we are working to enhance our global competitiveness by connecting R&D centres to combine technological capabilities and maximize potential.

Developing attractive products with excellent design sense

The city of Milan in Italy is a global trendsetter in interior design and fashion design. At the Toyota Boshoku Design Studio, designers from Japan and other areas of the world cultivate their sensitivity by leveraging their individual characteristics, and cooperate and compete with each other in order to create attractive products with excellent design sense that will delight customers possessing diverse values the world over.

Toyota Boshoku R&D centres covering our five regions across the world

Satisfaction
Satisfying customers above all else

Pursuing the highest quality to genuinely please customers

In order to be able to provide first-rate, useful products when needed by customers and at a price they can afford, we constantly aim for the highest quality in all product development processes.

For the safety and comfort of people worldwide

In order to develop products that demonstrate outstanding performance on different road surfaces and under different climatic conditions around the world, we have set up top-class experimental facilities and equipment and conduct comprehensive safety, comfort, and durability assessments covering a wide range of settings.

As a total interior system supplier, we provide interior spaces that enable safe and comfortable mobility for people around the world by evaluating not only each individual part but also the car in its entirety from multiple perspectives.

Key experimental facilities and equipment

- **Seat and interior electrical components, electromagnetic waves emitted from the seat and interior electrical components, etc.**
- **NV (noise vibration) evaluation**, estimating noise when the engine is running as well as analysis of frequency transmission characteristics.
- **Outdoor testing site**, simulating and reproducing the shaking freedom motion systems distortion when a crash occurs.
- **Engine bench**, evaluating the performance of filtration and powertrain components by placing car connected to the engine.
- **Chassis bench**, evaluating the performance of filtration and powertrain components by placing car.
- **Interior Design**
- **Sharing Information**
- **Production Preparation Manufacturing**
- **Production**

For the Americas Region R&D
Toyota Boshoku America, Inc.

For Asia & Oceania Region R&D
Toyota Boshoku Asia Co., Ltd.

For China Region R&D
Toyota Boshoku (China) Co., Ltd.

For Japan Region R&D
Toyota Boshoku Corporation
Innovation
Undertaking challenging and forward-looking technological development with a view to the future of society

Developing strategy from a medium- to long-term perspective

We undertake challenging technological development that is ahead of the times with a view to the future of society.

We carry out advanced technology development that looks ahead at society 10 to 15 years from now. That means going beyond the boundaries of automobiles and venturing into science-related domains where we pursue research into new technologies that will benefit people and society in the future.

In advanced development, we aim to commercialise technology that looks five to 10 years ahead by making use of the results from this research. That means seeking to further strengthen our proprietary technologies by transcending the general knowledge we have about automobiles, such as developing technology that supports next-generation vehicles, an area in which global developmental competition is growing.

By promoting a development strategy taking a medium- to long-term perspective, we are striving to create unique technologies as a unified group.

Vehicle production in harmony with the environment

Greater environmental responsiveness is being demanded of automobile parts in order to realise a low-carbon and recycling-oriented society.

We develop products that do not increase the amount of CO2 into the atmosphere through the use of plant-derived materials, thereby helping to meet needs for automobile production that is in harmony with the environment in each region of the world.

Toyota Boshoku quickly set its sights on kenaf, an annual grass that grows quickly and has high CO2 absorption capabilities, and succeeded in commercialising a kenaf base material for interior components such as door trims and seat back boards. In addition, we are taking concerted efforts to apply plant-derived materials in a wide range of areas that include engine related parts such as air cleaner cases by developing general-purpose injection-moulding material based on technology that utilises kenaf.

Kenaf: The road from its cultivation to commercialisation

In Indonesia, Toyota Boshoku undertakes seed development of kenaf through to the production of interior materials and supplies this material to the world.

Overview of Tajimi Technical Centre Proving Ground

- **Name:** Toyota Boshoku Tajimi Technical Centre proving ground
- **Location:** Hatoyashita, Kasahara-cho, Tajimi City, Gifu Prefecture, Japan
- **Area:** Site area approx. 360,000 m² and the test course area is approx. 140,000 m²
- **Test course:**
  1. Track (total length: 1,800 m with a 670 m straight-line stretch of road)
  2. 200 m course that recreates a wide variety of road surfaces

Enhancing technological development through genchi-genbutsu (Go, see & study)

The Toyota Boshoku group adopts a basic stance in which we are fully committed to examining the essence of something through genchi-genbutsu, swiftly coming to an agreement and making decisions.

We keep this in mind in technological development as well. As such, we own a test course that enables dynamic evaluation on actual parts and vehicles under various conditions via genchi-genbutsu.

Being an interior components maker with our own test course makes us a leading global force. The construction of this new test course will enable all concerned parties involved in projects of both the R&D group and the planning and sales group to promptly carry out the necessary evaluations on actual parts and vehicles via genchi-genbutsu. We leverage this advantage to develop even more appealing and desirable products that enrich our customers’ mobility life.

With an eye on the future, we create interior spaces that enrich your mobility life.