

Toyota Boshoku exhibits at the 43rd Tokyo Motor Show

Proposing future interiors that take “feeling good” to the next level

(KARIYA, Japan) November 14, 2013 – Toyota Boshoku Corporation (TOKYO: 3116), a premier manufacturer of automotive interior systems, is pleased to announce that it will participate in the 43rd Tokyo Motor Show being held at Tokyo Big Sight from November 23 to December 1, 2013.

In consideration of the motor show’s theme “Compete! And shape a new future”, Toyota Boshoku’s booth focuses on the concept of “feeling good” and proposes future interior spaces that are kind to people and the environment. Visitors to Toyota Boshoku’s booth will be able to see new product proposals for interior spaces. Starting with high class sports seats that focus on comfort and elegance, and extending to new key engine components for hybrid engines that utilize core technology from the company’s high-precision high-speed stamping press. This includes motor core constituent parts and other items utilizing this unique technology.

1. Booth location

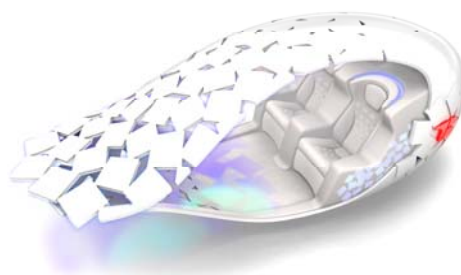
East 1, 2, 3 Hall, Booth No. 3105



2. Main exhibits

1) “Feeling good” - “T-BLISS” mock-up

The “T-BLISS” concept proposes interior spaces that wrap passengers in peaceful environs where they can relax and enjoy the play of light and sound on the senses while traveling



“T-BLISS”

2) “Feeling good” – Passenger comfort

- (1) Race car seats that achieve high hold performance and weight reduction combined with Toyota Boshoku’s unique color design
- (2) Sports seat manufactured utilizing the Foam in Place process to create a highly comfortable ride and elegant design
- (3) Seat frame that achieves weight reduction and saves on resources for improved ride comfort
- (4) Seat belt webbings that are smooth to the touch and come in a wide range of colors

3) “Feeling good” – Manufacturing that is kind to the environment

- (1) Door trim with plant-derived materials that are kind to the environment
- (2) Motor core constituent parts for hybrid engines made with Toyota Boshoku’s high-precision, high-speed stamping technology
- (3) Lubricating filters that contribute to reducing impacts to the environment

4) “Feeling good” – Unique interior decorations

Unique decorations made by Toyota Boshoku craftsmen utilizing precision stamping techniques and know-how built-up over the years

5) Other notes

TB Unifashion cooperated in the creation of booth assistant uniforms that highlight Toyota Boshoku’s textile technologies

3. Press conference

- (1) Date & time November 21 (Thursday), 2013 from 12:15 to 12:30
- (2) Location Toyota Boshoku booth
- (3) Presenter Dr. Shuhei Toyoda, President