



11th October 2007
Toyota Boshoku Corporation

News Release

TOYOTA BOSHOKU

Toyota Boshoku Exhibits “Impressive Vehicle Interior Space” at the 40th Tokyo Motor Show

Toyota Boshoku Corporation (Headquarters: Kariya, Aichi Pref., President: Shuhei Toyoda) will present exhibits at the 40th Tokyo Motor Show to be held at the Japan Convention Center (Makuhari Messe) in Chiba from October 27 (Sat) to November 11 (Sun).

Our concept for this year's show is “The Pursuit of Comfort.” We will present next-generation vehicle interior space with the keywords of: health, comfort and environment.

1. Main Exhibits

(1) Vehicle Interior Space Model “Pleasure & Comfort Concept” (reference exhibit – photograph)

We will introduce new and compact next-generation vehicle interior space, which realizes our new concept of “Enjoying genuine comfort.” We have created vehicle interior space where people can enjoy a happy and relaxing time with family and friends as if they were in their own living room.

While the seats are originally arranged in three rows, the second-row seats can be housed under the third-row seats to produce various forms of communication space. In the show, we will present the “café mode” with a table set in the center of the spacious interior, and the “theater mode” where occupants can watch movies on a screen hung at the front.

The ceiling also incorporates an elaborate design, with fascinating large lighting.



(2) Personal Relaxation Seat (reference exhibit – photograph)

With the aim of achieving the highest levels of comfort, we present “new rear seats for the luxury cars of the near future.” These seats seek to create a “healing effect,” where occupants can enjoy a personal space with a canopy encasing their heads.

Occupants can adopt the position in which they feel most relaxed by adjusting the reclining angle and retracting ottoman. Equipped with functions to refresh the occupants, such as an enriched oxygen supply, refreshing aromas and a vibrator, the

seats provide video and audio that only the occupants can enjoy, personal air conditioning, and realize a space with a significant “healing effect.”



(3) Concept Seats (reference exhibits – photographs)

- (1) Environmentally friendly “Bio Fabric Seat”
- (2) Light and thin “Slim Style Seat”



<Other exhibits>

- Presentation of new seat fabric
- LS Rear Seat experience corner
- Corner to experience the functions of air filters that eliminate pollen and deodorize the air
- Filtration & power train components
- Efforts of our Kenaf Project
- Our commitment to safety

2. Exhibition Location

North Hall “Exterior and Interior Parts/Accessories” Corner (Booth No.: N505)

3. Press Briefing

Date: October 25 (Thu) 15:10 – 15:25

Location: Toyota Boshoku’s booth (North Hall N505)

Presenter: Shuhei Toyoda, President of Toyota Boshoku Corporation

End