

Toyota Boshoku Exhibits at the 42nd Tokyo Motor Show

-The Pursuit of Comfort-

Kariya (Japan) 22nd November 2011 - Toyota Boshoku Corporation (President Shuhei Toyoda) will present exhibits at the 42nd Tokyo Motor Show to be held at Tokyo Big Sight in Tokyo from December 2nd (Friday) to 11th (Sunday).

Themed under the concept “The Pursuit of Comfort”, Toyota Boshoku will make proposals of the automobile interior space that incorporate innovation, comfort and convenience, as well as regarding environmental issues. Through these proposals we aim to impact passengers with a feeling of excitement, enjoyments and delights. The new field of Toyota Boshoku will also be introduced, exhibiting the automobile racing seat that Toyota Boshoku has designed for the first time, sports seat designed to achieve the ultimate comfortable ride installed in the Toyota small FR sports car and the car interior products of European carmakers, with which we began business this year.

The design of entire booth incorporates the element of Toyota Boshoku’s original business “textile”. The wall is decorated with colorful fabrics with LED light illuminations placed under the fabrics.

1.Main Exhibits

1) Automobile Interior Space Model “**T-Bridge**” (reference exhibit)

Under the theme “Compact vehicle. Multiple possibilities”, we propose the possibility of arranging the automobile interior to fit passenger’s mood and lifestyle, offering mobile device connectivity and new automobile interior spaces that link people and their vehicles.



Automobile Interior Space Model “**T-Bridge**”

2) Automobile Interior Space Model “T-Brain” (reference exhibit)

Inspired by the concept of "an exciting automobile interior spaces for a family of four", we offer a new kind of idea. The new package provides a fresh viewpoint, the sports seats embrace the passengers; together they provide a more enjoyable and fun traveling experience. The distinctive exterior evokes flowing fabric, harkening back to Toyota Boshoku's early beginnings in the textile business.



Automobile Interior Space Model “T-Brain”

2.Other Exhibits

1) Automobile Seat Products

- Dedicated sports seat for automobile racing, installed in the Lexus LFA of GAZOO Racing
- Seat designed to achieve the ultimate comfortable ride, installed in small FR sports car that is jointly developed by Toyota Motor Corporation and Fuji Heavy Industries
- Slim Style Seat that seeks the thinness and lightness using net material
- New version of next-generation seat frame TB-NF110 series, which is lighter yet more comfortable

2) Automobile components made from plant-derived materials

- Bio fabric seat covered with textiles made of plant-derived materials
- Door trims, seat backboards, air cleaner cases that use plant-derived materials such as kenaf fibers, annual grass that possess high CO2 absorption capability

3) Filter and Power Train Components

The most advanced filters for air intake, lubrication, and air conditioning systems, developed by our highest standard filtration technology

3.Exhibition Location

East Hall “Interior Parts/Accessories” Corner (Booth No. E5008)

4.Press Briefing

Date : December 1st (Thursday) 13:55-14:10
Location : Toyota Boshoku booth (East Hall E5008)
Presenter : President, Shuhei Toyoda