

Toyota Boshoku exhibits at Auto China 2012

– Promoting our technological capability to the Chinese market
with the aim to expand business –

Kariya (Japan) 18th April 2012 - Toyota Boshoku Corporation (President Shuhei Toyoda) will present its first exhibit at Auto China 2012 in Beijing, which will take place from April 25th (Wednesday) to May 2nd (Wednesday). Toyota Boshoku group's high technological development capability will be actively promoted with the aim of expanding our enterprise in the Chinese market, which is rapidly becoming the largest market in the world.

Following Auto Shanghai 2011, this is our second exhibition at the world's largest auto show in China. As a global supplier, the Toyota Boshoku group utilizes innovative technology unique to our manufacturing system to consistently deliver high-quality products at an affordable price, just in time to meet our customer's exacting demands. Our ultimate aim is to create automobile interior spaces that enrich the mobility life of our customers in China and around the world.

1. Location of exhibit

China International Exhibition Center, auto components and parts area
Booth No. W1 – W02

2. Main showpieces

- 1) "T-Brain", a conceptual model that proposes exciting new automobile interior spaces with comfortable sporty seats for all passengers
- 2) Sports car seating installed in the compact FR sports car
- 3) New version of the next generation seat frame from the TB-NF110 series, which is lighter yet more comfortable than current frames
- 4) Interior components manufactured by a new process that increases productivity and utilizes plant-derived materials that are lighter weight
- 5) New Camry seat and door trim manufactured in China by Toyota Boshoku group companies
- 6) Filters for air intake, lubrication, and air conditioning systems, all developed in line with our filtration technology according to world's highest standards



Automobile Interior Space Model "T-Brain" reference exhibit