

Exciting Interior Space for a Comfortable Car Life

Toyota Boshoku exhibits at Auto China 2014

Shanghai (China) 10th April 2014 –Toyota Boshoku (China) Co., Ltd., the premier manufacturer of automobile interior systems, will make reappearance with a large variety of products in the 13th Beijing International Automotive Exhibition (Auto China 2014), to be held at the new venue, China international exhibition center (Tian Zhu) from 20th to 29th of April, 2014.

With the concept of “Feeling Good”, Toyota Boshoku exhibits environmentally friendly products and excellent production process at Auto China 2014, to make an appeal to Chinese customers.

Ever since entering the Chinese market in 1995, Toyota Boshoku has been increasing investment under the management concept of building substantial foundation in China and established 19 subsidiaries in China, which supply automobile components for variety of car manufacturers including Toyota and GM.

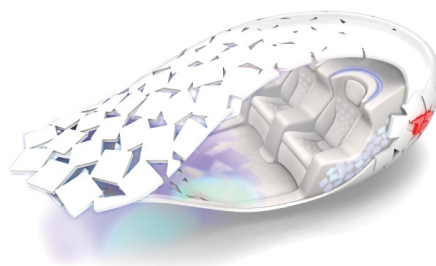
1. Booth location: W1-W02 (W1 temporary exhibition hall)



2. Main exhibits

(1) “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) Race car seat that achieve high hold performance and weight reduction combined with Toyota Boshoku's unique color design
- (3) Sports seat manufactured utilizing the "Foam in Place" process to create a highly comfortable ride and elegant design
- (4) Air filters that create clean interior space solutions for harsh environmental conditions
- (5) Interior components and seats manufactured in China combined with Toyota Boshoku's global R&D capabilities
- (6) Motor core constituent parts for hybrid engines made with Toyota Boshoku's high-precision, high-speed stamping technology

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