

Toyota Boshoku proposes “Infinite Wisdom for Limited Space” at Auto Shanghai 2015

(SHANGHAI, China) April 8, 2015 - Toyota Boshoku Corporation (TOKYO:3116), a premier manufacturer of automobile interior systems, participates in the 16th Shanghai International Automobile Industry Exhibition held at the National Exhibition and Convention Center (Shanghai) from April 20 to 29, 2015. This is the third participation for Toyota Boshoku since Auto Shanghai 2011.

Through a dedicated research and development of automobile seats, interior components and filters, Toyota Boshoku has been devoted to providing global customers with a safe and comfortable mobility space with its cutting-edge products and techniques. Under the theme “Infinite Wisdom for Limited Space”, Toyota Boshoku displays its major products that construct a limited automobile interior space along with its wisdom, unique technology and workmanship.

Since its entry into Chinese market in 1995, Toyota Boshoku has been engaged in thorough R&D and manufacturing in China. In March, 2015, Toyota Boshoku (China) started operation of its new regional headquarters and R&D center in Pilot Free Trade Zone in Shanghai, to further innovate high-quality products that meet the Chinese customers’ needs, so as to contribute to China’s development into a stronger automobile manufacturing power.

Outline of Toyota Boshoku’s exhibition

1. Place: Stand 7A01, Hall 7.1, National Exhibition and Convention Center (Shanghai)
2. Main display:
 - 1) Seats and fuel cell components of Toyota MIRAI, the fuel-cell vehicle renowned as “the ultimate environmentally friendly vehicle”.
 - 2) Motor core components applied to hybrid power system, manufactured by Toyota Boshoku’s original high-speed and high precision pressing technology.
 - 3) Plant-derived automobile components, and its manufacturing technology.
 - 4) New seat for Toyota CROWN and the ultra-light weight seat frame.
 - 5) New luxurious three-row/7-passenger seats for Toyota HIGHLANDER.
 - 6) High quality seat for Junpai D60, compact urban SUV.
 - 7) Filter components that cope with PM2.5.

