

Toyota Boshoku exhibits for the first time at IAA

Making a Quantum Leap towards the future

At this year's IAA Frankfurt Motor show, Toyota Boshoku is expressing its manufacturing passion and dedication towards becoming one of the world's leading interior system suppliers and filter manufacturers. From September 12-22, 2013, the rapidly and continuously expanding footprint of Toyota Boshoku will be displayed in Hall 4 booth D-21.

Aiming for the future: green products

More than ever in the automotive industry, the focus is on sustainability and green products. At its booth, Toyota Boshoku is exhibiting environmentally friendly products developed with its advanced **natural fibers** and **lightweight** technologies.

Among exhibited parts are examples of components utilizing **plant materials**, such as door trim panels in BMW and Mercedes-Benz vehicles. By using plant materials in interior components, the company aims to maintain CO₂ emissions throughout the product's lifecycle.

Lightweight parts increase fuel efficiency

Plant material is lighter than conventional materials and contributes to reducing overall vehicle weight thus improving fuel efficiency and reducing CO₂. The company is addressing this challenge by researching and developing new material, processes and technologies as well as creating innovative products.

Conserving resources

An additional green product on display is the seat from the popular hybrid vehicle, Toyota Prius. The seat's foam cushion utilizes plant material instead of traditional petroleum based materials that have been partially replaced with resource conserving plant-derived materials.

Leading interior supplier

The company's emotional design and continuous pursuit to increase ride comfort through ergonomic development are implemented in all their seats. Toyota Boshoku creates seats for all classes of vehicles; some of these can be seen at the motor show. In particular, visitors can experience the sporty comfort and luxury of the Lexus IS F-Sport seat first-hand at Toyota Boshoku's booth.

Toyota Boshoku is proactively aiming to become a leading global supplier of automotive interior space. As part of its visionary slogan, Quantum Leap, the group strives to create automobile interior spaces that enrich customers' lives worldwide.

With more than 45,000 employees Toyota Boshoku has a global network of approximately 100 locations in 26 countries around the world. The group divides its bases into five regions, the Americas, Asia & Oceania, China, Europe & Africa and Japan and the group closed the fiscal year ending in March 2013 with consolidated net sales of 10 billion Euro.

For more information see: <http://www.toyota-boshoku.com/global>