

# Toyota Boshoku exhibit at the 44th Tokyo Motor Show 2015

## *Appealing interior spaces with the concept of “Delight Creation”*

Kariya (JAPAN) October 15, 2015 - Toyota Boshoku Corporation(Tokyo:3116, President: Yoshimasa Ishii) will present a booth in the 44th Tokyo Motor Show 2015 held at Tokyo Big Sight from October 28 to November 8.

Under the concept of ‘**Delight Creation**’, Toyota Boshoku’s booth focuses on creating appealing automobile interior spaces where visitors can experience various delights, such as the pleasure of comfortable seats, and the excitement of personal expression. At the booth, Toyota Boshoku will present a new type of seat for the Prius using a newly developed seat frame, a luxury concept seat for the ultimate automobile space, and a sports seat using *Foam in Place Method* that achieves a high level of comfort with design sophistication. Toyota Boshoku will also be presenting items of the company’s craftsmanship using proprietary precision processing technology.

**1. Booth location** East 4, 5, 6 hall, Booth No. E6207



**2. Main exhibits** Various “*delights*” created by Toyota Boshoku

1) The delight of experiencing **true comfort**

- (1) New model Prius seats with improved comfort using a newly developed seat frame based on the Toyota New Global Architecture concept — *Premiere*
- (2) Sports seat manufactured utilizing the *Form In Place Method* to provide superior comfort with design sophistication, installed in the new Lexus — *Premiere*
- (3) Slim, sporty seats for European car manufacturers

2) The delight of savoring **luxury**

The luxury concept seats for the ultimate comfort and a premium interior space — *Reference*

3) The delight of expressing **individuality**

- (1) The original “*TB sports seat*” installed in Auris special edition — *Premiere*
- (2) “*Washable cover seat*” that can be easily detached — *Premiere*

4) The delight of appreciating refined **craftsmanship**

Products using Toyota Boshoku’s core high-precision, high-speed press technology

- (1) Unison ring, functional part for diesel engine turbochargers — *Premiere*
- (2) Separator and stack manifold for fuel cells

5) The delight of contributing to the **environment**

Door trim material using environmentally-friendly plant-derived raw material

6) Other

- (1) Booth assistant uniforms produced in cooperation with TB Unifashion Corporation
- (2) Event where visitors can decorate seats as they please using a tablet

### **3. Press briefing**

- 1) Date and time: October 29, 2015 from 10:15 to 10:30,
- 2) Location: Toyota Boshoku booth (East 4, 5, 6 Hall, Booth No. E6207)
- 3) Presenter: Yoshimasa Ishii, President