

## Toyota Boshoku's Specialized "TB Sports Seat" Debuts in Commercial Vehicles

**Kariya (Japan) 17<sup>th</sup> July 2012** – Toyota Boshoku Corporation (President Shuhei Toyoda) has developed the "TB sports seat", the result of our pursuit to provide comfortable seating to enhance the pleasure of driving sports cars. The new seat will be installed in Toyota's iQ "GRMN<sup>\*1</sup> Supercharger" which goes on sale at the end of September 2012. This is the first time the TB sports seat will be installed in a commercial vehicle.

The TB sports seat enables the driver to maintain a steady driving position thanks to optimal seat pressure dispersion which keeps the entire body balanced, coupled with a shape that fully supports the shoulders, waist and knees when experiencing severe g-force during cornering. In addition to the support performance, which provides both solidity and flexibility, maneuverability is preserved through an ingenious seat shape that allows free elbow motion when steering and shifting gears.

Toyota Boshoku started developing sports seats in 2008 when we created a specialized race seat for the Gazoo Racing team's Lexus LFA racecar, which participated in the Nürburgring 24 Hours Endurance Race in 2011. This triggered the beginning of the commercial production of sports seats for compact FR sports cars such as Toyota's "86" which went on sale in April 2012. These developments led us to pursue our own unique philosophy which emphasizes riding comfort that enables the driver to become one with the vehicle during driving. And now, the newly developed TB sports seat has been installed in Toyota's iQ "GRMN Supercharger".

Toyota Boshoku strives to apply the knowledge it acquires through the development of sports seats to achieve pinnacle seat performance and comfort for a wide variety of models, and proactively provide appealing seats.

\*1 GRMN: GAZOO Racing tuned by MN



TB Sports Seat Installed in the iQ "GRMN Supercharger"