

## **Toyota Boshoku exhibits at Auto Shanghai 2013**

**~ Displays technical capabilities with an eye to business expansion in the Chinese market ~**

**Kariya (Japan) April 12, 2013** – Visitors to Toyota Boshoku Corporation's booth at the 15<sup>th</sup> Shanghai International Automobile Industry Exhibition will have the opportunity to view our advanced technical development capabilities from April 21 to 29. Aiming to further expand business into China, the world's largest and most rapidly growing market, the Toyota Boshoku group will proactively draw attention to our capabilities and advanced interior components.

Based on the concept of "Inspiring interior spaces" Toyota Boshoku is exhibiting automotive components supplied globally by the Toyota Boshoku group as well as products supplied only in China. Keeping an eye on activities that contribute to the environment, we promote the utilization of plant-derived materials by displaying interior components that include natural fibers like kenaf; as well as sports seat created with ride comfort in mind.

The ever-expanding Chinese market is key to corporate growth, as such Toyota Boshoku is proactively utilizing the Auto Shanghai show to pursue and obtain new business with automakers from around the world in addition to our main customer, Toyota Motor Corporation. At the same time, Toyota Boshoku aims to even further identify with the preferences and needs of customers in China while supplying appealing, comfortable and safe interior spaces to all our customers around the world.

### **1. Venue and Booth location:**

Shanghai New International Expo Center, W2 Hall, Booth W208

### **2. Main display items**

- 1) TB Sport seat developed with ride comfort in mind
- 2) Sport seat installed in Toyota's "FT-86 Open Concept\*\*"
- 3) Seat components, headliners and door trim utilized in European auto makers
- 4) Interior components and seats manufactured in China for the Toyota Camry and Crown by the Toyota Boshoku group
- 5) Interior components that utilize plant-derived materials to reduce environmental impacts
- 6) Filtration and powertrain components developed with the most advanced level technical capabilities

\* Concept car exhibited by Toyota Motor Corporation at the 2013 Geneva Motor Show