

Toyota Boshoku to Exhibit at "Milano Salone"

- Showcasing a fusion of auto and house interior styles -

(KARIYA, Japan) April 8, 2015 --- Toyota Boshoku Corporation (TOKYO: 3116) (President: Shuhei Toyoda) will exhibit at the 54th annual international furniture trade fair Milano Salone*¹, which will be held in Milan, Italy from Tuesday, April 14 to Sunday, April 19, 2015. Toyota Boshoku offers new lifestyle possibilities and attractive design from its design studio in Milan, the Toyota Boshoku Milan Design Branch.

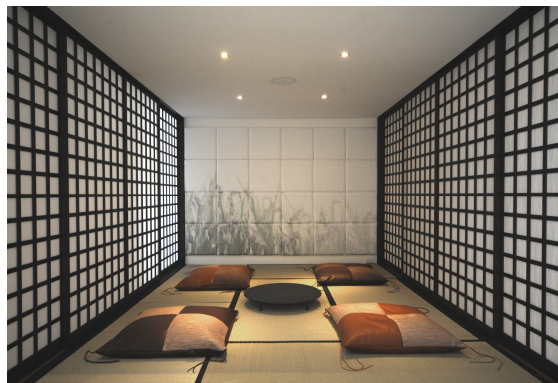
This year marks Toyota Boshoku's fourth showing at the exhibition, which borrows last year's theme of "Carsa," a play on words blending "Car" and "Casa"*². At the exhibition, Toyota Boshoku will present a fusion of automotive interiors with traditional Japanese culture. One of the items on exhibit will be an "OTEDAMA Seat," which is a beanbag-style seat that utilizes automotive fabric. When guests wear 3D glasses in the exhibit's Japanese-style room - complete with *tatami* mats and *shoji* sliding paper screen doors - they can become a part of the virtual experience as the room transforms into a car interior before their eyes.

EXPO Milano will also be underway in Milan city during the exhibition, held between Friday, May 1 and Saturday, October 31, 2015.

The Toyota Boshoku Milan Design Branch will continue to draw on insight gained through interaction with a diverse range of individuals to offer fascinating moving spaces that delight customers throughout the world.

1. Major exhibits

- (1) OTEDAMA Seat: A beanbag style cushion made from automotive fabric.
- (2) A Japanese-style room where visitors can enjoy a virtual automotive interior presented in full 3D.



2. Exhibit location

Via Privata Vincenzo Forcella 7, Milan, Italy

(Toyota Boshoku Milan Design Branch, a specially prepared exhibition space located on the outskirts of the city)

* 1: One of the world's largest international furniture trade fairs. A wide array of design events are held in Milan city during the Milano Salone exhibition. Here, furniture and interior manufacturers are joined by manufacturers of consumer electronics, automobiles, fashion wear and others - all gathered to emphasize and attract global interest to their respective brands, designs, and new products.

* 2: Italian, meaning 'home'.