

# Toyota Boshoku to Establish Office in Silicon Valley

*Company Strengthens its Advanced Technology Research on Automated Driving and Automobile Interior Spaces*

KARIYA, Japan -- March 24, 2016 - Toyota Boshoku Corporation (TOKYO:3116) will establish a new office in Silicon Valley in April 2016. Designated the "Toyota Boshoku America Silicon Valley Office," this site will serve as an R&D base for Toyota Boshoku America, Inc., strengthening its capacity to conduct research and analysis on advanced technologies related to automated driving and automobile interior spaces.

Toyota Boshoku is engaged in developing a comprehensive range of interior components that include automobile seats. The company is committed to engaging in research and development aimed at creating moving spaces that leave a deep impression on customers worldwide. In anticipation of the future, Toyota Boshoku aims to further pursue the answer to the question, "What kind of automobile interior spaces do people find comfortable?" With that goal in mind, the company plans to take advantage of its new Silicon Valley office to intensify research and analysis activities of cutting-edge technologies in multiple disciplines, some of which include emotion sensing as well as control technologies.

Mr. Kimitaka Ando, the Senior Vice President of Toyota Boshoku America, in charge of the Technical Center commented, "The world's leading technologies converge at Silicon Valley, and amid this environment where companies, startups, and universities are advancing development on a wide array of technologies, we intend to grasp the latest trends and implement research activities that will translate into the development of new business."

Looking ahead to the future, Toyota Boshoku has its sights set on developing products and technologies that respond to the needs of customers around the world.

## **About TOYOTA BOSHOKU AMERICA, INC.**

Toyota Boshoku America, a Toyota Boshoku company and member of the Toyota Group of businesses, was established in 2001. Toyota Boshoku America is a premier manufacturer of automotive interior systems which include seats, door trims, headliners, carpets, fabrics, straps and round recliners in addition to air and oil filter systems and service bumpers for a variety of customers.

Toyota Boshoku America's North American headquarters are in Erlanger, KY. Toyota Boshoku America and its affiliates have over 6,000 team members in 19 plants and facilities throughout Canada, the U.S., Mexico, Brazil and Argentina, all committed to delivering world-class quality products. Toyota Boshoku America's Technical Center is in Novi, Michigan.

## **About Toyota Boshoku group**

Toyota Boshoku group, one of the world's premier interior system suppliers and filter manufacturers, develops and produces interior components, filtration and powertrain components at over 100 sites in 27 countries around the world. During the fiscal period ending in March 2015, Toyota Boshoku had consolidated net sales of 1,305 billion yen (approx. \$12 billion) and operating income of 32 billion yen (approx. \$291 million).