

## Toyota Boshoku exhibit at the Auto China 2016

*Appealing comfortable interior space with the concept of “Excitement and Expectation”*

**Shanghai (CHINA) April 19, 2016** - Toyota Boshoku (China) Co., Ltd. will present a booth in the 14<sup>th</sup> Beijing International Automobile Exhibition (Auto China 2016) held at Beijing International Exhibition Center from April 25 to May 4.

Under the concept of ‘Excitement and Expectation’, Toyota Boshoku booth focuses on creating appealing automobile interior spaces that bring excitement and deliver on expectations for visitors with pleasure of comfortable seats, and many design details from interior parts to filters.

At the booth, Toyota Boshoku China will present its product lineup starting with a new type of seat for the Prius using a newly developed seat frame, a sports seat that achieves a high level of comfort with design sophistication using *Foam in Place Method*, interior parts made from natural materials of plants, and components designed for fuel-cell systems.

Toyota Boshoku China, as a regional management company will also be presenting its integrated development and production process conducted in its China base ranging from design to development and test evaluations. Toyota Boshoku will continue providing more appealing interior spaces for users in China with its exquisite craftsmanship and R&D capability.

### 1. Booth location



Beijing International Exhibition Center W1-W03

### 2. Main exhibits

Under the concept of ‘Excitement and Expectation’, Toyota Boshoku will present appealing interior spaces for our customers

- 1) New Prius seats with improved comfort using a newly developed seat frame based on the Toyota New Global Architecture concept
- 2) Sports seat manufactured utilizing the *Form In Place Method* to provide superior comfort with design sophistication, installed in the new Lexus
- 3) Slim, sporty seats adopted by European carmaker
- 4) Products developed and manufactured by Toyota Boshoku, installed in TOYOTA’s fuel cell vehicle, “MIRAI”
- 5) Door trim material using environmentally-friendly plant-derived raw material