

Toyota Boshoku begins production of the first ordered seats in France

(Kariya, Japan) July 26, 2011 --- Toyota Boshoku Corporation (Headquarters: Kariya, Aichi Pref., President: Shuhei Toyoda) received the first orders for seats for the new model Yaris, which is being manufactured by TOYOTA MOTOR MANUFACTURING FRANCE S.A.S., and began production of those seats in July. The company that started producing these seats is TOYOTA BOSHOKU SOMAIN S.A.S. (hereinafter referred to as "TBSO") and this is the first seat manufacturing base for Toyota Boshoku in the European Union.

TBSO was established in 2008 when Toyota Boshoku acquired the Sieto Plant from the French automobile seat manufacturer, Faurecia, in conjunction with the receipt of the order for seats for the new model Yaris. Starting in January of 2010 the plant began producing seats for Yaris on consignment for Faurecia. At the same time, production preparations were also being systematically undertaken for the seats for the new model Yaris and production of the seats for the new Yaris has now begun.

TBSO will also be producing headliners, air cleaners, and cabin air filters^{*1}, in addition to the seats. The cabin air filters are produced through integrated manufacturing that starts from the filtering medium and proceeds all the way to assembly of the finished product and this is the first time that Toyota Boshoku is conducting this integrated manufacturing outside of Japan.

In the future we plan to continue steadily building up a manufacturing base that is suited to the region and aim to further expand our business in the European region.

<Overview of Toyota Boshoku Somain>

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| 1. Company name | TOYOTA BOSHOKU SOMAIN S.A.S. |
| 2. Location | Somain, Nord-Pas de Calais, France |
| 3. Representative | Jean-Luc Hennebicq |
| 4. Establishment | October, 2008 |
| 5. Capital | 30.2 million Euro |
| 6. Ownership | Toyota Boshoku Europe N.V. : 100% |
| 7. Number of employees | 360 (As of June, 2011) |

^{*1}: This is a filter part that cleans away any tiny particles in the outside air that are brought into the vehicle by the air conditioner.
For more details, please see the press release from October 5, 2009.

<http://www.toyota-boshoku.co.jp/ps/qn/guest/news/showbody.cgi?CCODE=3&NCODE=39>



TOYOTA BOSHOKU SOMAIN S.A.S., where the production of seats has begun