

Toyota Boshoku has newly established a design studio in Milan Italy **-Pursue European trends in interior space and covering materials** **in an aim to improve our design skills-**

(Kariya, Japan) September 12, 2011 ---Toyota Boshoku Corporation (Headquarters: Kariya City, Aichi Pref., President: Shuhei Toyoda) has newly established a design studio for vehicle interiors, the "TOYOTA BOSHOKU MILAN DESIGN BRANCH", in Milan Italy as its first design development base in Europe and began operations at this new branch on September 1.

Purpose of establishing the TOYOTA BOSHOKU MILAN DESIGN BRANCH

1. The city of Milan is at the forefront of the design world and is not only a place where the newest European trends come and go, but is also home to a wealth of the latest materials created by the many material manufacturers. In order for Toyota Boshoku to increase its global competitiveness and offer customers a creative and comfortable interior space, it has established a design base in Milan, which is at the center of global interior design and fashion design trends.
2. At this new branch, designers from Japan and from other areas of the world grasp the latest European trends, cultivate their sensitivity, and carry out cooperative creation activities in order to create high-quality and highly original interior designs. By the same token, it is also thought that pursuing new possibilities in covering materials will be a vital element of vehicle interiors in the future.
3. The designers at Toyota Boshoku, including those at the TOYOTA BOSHOKU MILAN DESIGN BRANCH compete with one another, cultivate their sensitivity on a global level, and improve their design development skills. They design the entire interior space based on the inspirations they receive from the colors and textures of new materials and then create appealing and pleasing designs that will be able to delight customers all around the world who possess a variety of different values.

Overview of TOYOTA BOSHOKU MILAN DESIGN BRANCH

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| 1. Facility name | TOYOTA BOSHOKU MILAN DESIGN BRANCH |
| 2. Place | Milan, Italy |
| 3. General Director | Makoto Oshima (Managing Officer of Toyota Boshoku) |
| 4. Director | Hideki Akiya |
| 5. Number of employees | 5 |
| 6. Business operations | Gathering design informations, Creative activity,
Making proposals to customers |

About Toyota Boshoku group

[Toyota Boshoku group](http://www.toyota-boshoku.co.jp/en/index.html), one of the world's premium interior systems suppliers and filter manufacturers, develops and produces interior components, filtration and power train components at its 87 operation sites all over the world. During the fiscal period ending in March of 2011, Toyota Boshoku had sales of 8,696 million Euro (consolidated), and operating income of 325 million Euro, positioning it as the third largest interior manufacturer in the world, and the largest in Japan (according to internal research).

Toyota Boshoku Website: <http://www.toyota-boshoku.co.jp/en/index.html>