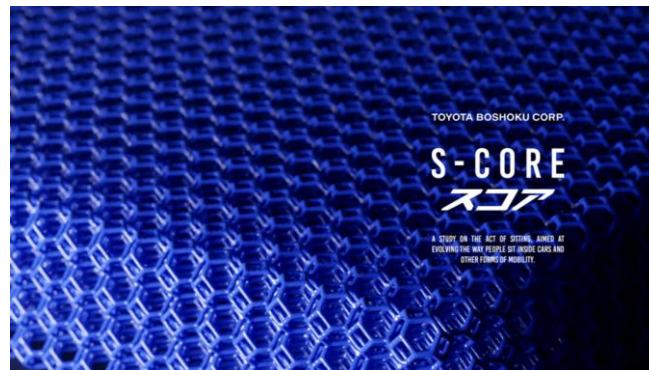


## Toyota Boshoku to Exhibit at Milan Design Week 2025

**Kariya (Japan) Mar. 31, 2025** -Toyota Boshoku will be exhibiting at Milan Design Week 2025, which is scheduled to take place from April 7 (Mon) to April 13 (Sun),2025 in Milan, Italy.

This will be our 11th exhibition, and this year's theme is "S-CORE." Inspired by traditional Japanese cushions, we will present cushions with the same silhouette but different characteristics based on their materials and structure. Our company has utilized its expertise in comfort and collaborated with four European companies (Supermateria, SPINKS, EcoLattice, and Mariantonia Urru) to research seating comfort. Visitors will have the opportunity to experience the differences in comfort.



An exhibition inspired by a cushion research laboratory

**【Exhibit Location】** Via Vincenzo Forcella 7 Milan Italy

Since the establishment of a design studio in Milan in 2011, Toyota Boshoku has continued to exhibit at Milan Design Week, an event that attracts numerous visitors from around the world. We will publicize the Toyota Boshoku group's advanced design and development capabilities to the world and utilize the knowledge gained from the exhibition in designing future vehicle interior spaces.