

Toyota Boshoku’s Innovative Sports Seat Debuts in New Lexus IS Lineup

Foam In Place Method enhances hold performance and design

Kariya (Japan) May 23, 2013 – Toyota Boshoku Corporation (Tokyo: 3116, President, Shuhei Toyoda) is pleased to announce that its innovative sports seat will debut in the sports version of the redesigned Lexus IS lineup, “F SPORT”. This seat was specially designed with Lexus in mind to achieve enhanced ride comfort and high-quality design to suit the sporty Lexus model.

The new sports seat conforms to the contours of the body and ensures a comfortable fit to protect the shoulders and torso from gravitational pull during cornering. Moreover, the seat is slimmer achieving a more sophisticated and sleek design that enhances the high-grade sporty atmosphere.

The seat is created utilizing the “*Foam In Place Method*” where urethane is directly injected into seat covers that have been placed inside metal molds and then the foam sets to the intended shape. Compared to conventional methods of attaching seat covers to pre-formed foam, the *Foam In Place Method* creates shapes that are ideal for ensuring a comfortable ride and achieves high-quality design. Moreover, this method can be used with fabric, genuine leather and man-made material to create a wide variety of desired shapes.

In its pursuit to provide a comfortable ride that makes the rider feel as if they are one with the car, Toyota Boshoku has developed sports seats that are installed in racecars and sports cars. Here on out Toyota Boshoku will continue to apply the knowledge it acquired through the development of sports seats to achieve pinnacle seat performance, and proactively provide appealing seat proposals to our customers around the world.



Sports seat installed in the 2014 Lexus IS model

Features of new sports seat

