

# Toyota Boshoku to exhibit at CES2020

— Proposal for Future Mobility Space Offering New Value —

**Kariya(JAPAN)** –December 19, 2019– For the second time, [Toyota Boshoku Corporation](#) will exhibit at CES 2020\*1, which runs from January 7th to January 10th, 2020, in Las Vegas, Nevada, USA.

As CASE and MaaS are evolving at an ever-accelerating pace, along with major changes in customer needs, Toyota Boshoku continues its focus on being an "Interior Space Creator" that is taking the lead in providing new value in vehicle spaces.

At this CES, we are presenting two automotive interior space concepts designed for use in autonomous driving in the future. Our features include introducing a variety of seat arrangements that can be tailored to users' needs and special environment control technologies capable of sensing the passengers' condition.

## 1. Exhibits

### 1) Future concept model "[MX191](#)" \*2 (Mobility eXperience)

Under the theme of "more comfort, more safety, and more enjoyment", the MX191 introduces a safe, comfortable, and enjoyable mobility space during autonomous driving. It incorporates numerous advanced technologies of unique seat arrangements, next-generation safety systems integrated into seat and cabin, and an intelligent cabin environment that uplifts occupant status to be refreshed, relaxed, or awake.



#### 6 Advanced Systems:

- PRE-BOARDING system
- COMFORT CONTROL system
- ACTIVE DRIVER ENGAGEMENT system
- SAFETY MONITORING SEAT ARRANGEMENT system
- MULTI-SPACE CONFIGURATION system
- OCCUPANT PROTECTION SAFETY system

## 2) MaaS space model “**MOOX**” (MOBILE bOX)

This proposed MaaS space is designed with the expectation that it will be used to support various services, from business to entertainment. The MOOX model exhibited at last year's CES has evolved, now featuring a tailored space system that allows substitution of seats and interior items to suit the particular purpose, and enables the space to be tailored to the user's needs. It further provides a new experience with a multimodal control system that assesses occupants' activity and interest, while stimulating the five senses to induce the desired conditions.



Also on exhibit will be high-output, highly reliable lithium-ion batteries manufactured using our original microfiber and precision stamping technologies.

## 2. Booth location

Tech East, Westgate Las Vegas, Booth No. 1801



Toyota Boshoku is aiming to provide “QUALITY OF TIME AND SPACE” as a company that persists in proposing excellent mobility for customers throughout the world.

See our special CES exhibition site <https://www.toyota-boshoku.com/global/special/ces2020/>

\*1: Consumer Electronics Show

\*2: Working in close collaboration with AISIN SEIKI Co., Ltd., DENSO Corporation, TOYODA GOSEI Co., Ltd., and TOKAI RIKKA Co., Ltd., TOYOTA BOSHOKU has incorporated numerous advanced systems in MX191.