



July 10, 2006
Toyota Boshoku Corporation

News Release

TOYOTA BOSHOKU

Toyota Boshoku America, Inc. Announces the Opening of New Office

Toyota Boshoku Corporation (Headquarters: Kariya-city, Aichi, Japan President: Shuhei Toyoda) announced the opening of a new Cincinnati office in Florence, Kentucky on July 1st. This new office will support the Home Office of Toyota Boshoku America, Inc. located in Novi, Michigan, U.S.A. (hereinafter TBA). The focus of the new KY office will be to support and enhance sales and purchasing activities, facilitate business operations among all Toyota group companies within the U.S. and act as a strong liaison with customers and each company of the Toyota Boshoku group.

Currently, Toyota Boshoku has 15 production facilities in North America. In order to demonstrate the best capabilities of the entire Toyota Boshoku group, TBA is taking the lead to strengthen their organizational structures and develop best practices for the establishment of an efficient business management system. As one of these activities, the functions of R&D, design engineering, sales, purchasing and quality assurance are consolidated into TBA with an increase of staffing.

< Outline of the new TBA Cincinnati office >

1. Location: Office park building, Florence, Kentucky
2. Opening date: July 1, 2006
3. Number of employees: 2 (Sales staff at opening)

< Outline of TBA >

1. Company name: TOYOTA BOSHOKU AMERICA, INC.
2. Address: 41180 Bridge Street, Novi, MI 48375
3. Representative: Sunao Yamamoto, President
4. Establishment: May, 2001
5. Capital: 27.08 million U.S. dollars
6. Equity: Toyota Boshoku Corporation 100%
7. Business description: Research and development, design engineering and sales for automotive interior parts,
Commissioned business from Toyota Boshoku Corporation
(Sales activity, business research, commission development and others)
8. Sales: 60 million U.S. dollars (fiscal year 2005)
9. Number of employees: 87 (as of May 2006)