

Toyota Boshoku Makes a Debut at the Auto Shanghai

- Toyota Boshoku Introduces a full line up of automotive interior products and auto parts produced and sold in China -

Shanghai International Automobile Industry Exhibition
Booth : W5 C061

Toyota Boshoku (TOKYO:3116) makes a first appearance in the “The 14th Shanghai International Automobile Industry Exhibition (Auto Shanghai 2011),” held from April 19th to April 28th, 2011. This event will mark Toyota Boshoku's first time having an exhibit in the show, where it will display the full line up of automotive interior components and automotive parts it produces and sells in China. Also, an easy-to-understand introduction of its biotechnology products using Kenaf*¹ will be given.

Main highlights

- 1) Try out a large variety of seats for 6 different car models*² which Toyota Boshoku produces in China, and experience the comfort of sitting in these seats for yourself. Furthermore, there is an exhibit of the premier luxury rear seats of the Lexus LS (Photo 1).
- 2) See a varied lineup of products for the car model based on the Toyota Crown, which Toyota Boshoku is proud to be a part of, from the seats, ceiling and door trim which make up the passenger cabin, to the filtration and power train components*³. There is also a detailed product introduction corner, set up with a touch panel.
- 3) Try the driving simulator equipped with an accelerator, brakes, and steering wheel, where you can feel the comfortable feel of being at the wheel while sitting in the driver's seat of the Lexus CT200hL. (Photo 2)

*1: An annual grass of the Malvaceae family which grows quickly and has superior photosynthetic capacity.

*2: Crown, Reiz, Corolla, RAV4, Landcruiser Prado, Highlander

*3: Generic term for parts surrounding the filter and engine (Oil filter, cabin air filter, air filter, air induction system, plastic intake manifold, engine cover, etc.)



Photo 1 : Rear seats of the Lexus LS



Photo 2 : Driving simulator(computer-generated image)

Introduction of main display items

1) Automotive Seating

Lexus LS, Crown, Reiz, Corolla, RAV4, Prado, Highlander

2) Interior Products

i) Enhanced heat-resistant door trim base material made from Kenaf and polylactic acid

ii) Introduction of the Kenaf approach using images and panels

iii) Floor carpet, headliner, door trim, silencer, pillar garnish,
leather-trimmed instrument panels, over head console, etc.

3) Filtration and Power Train Products

Oil filter, air filter, cabin air filter, automatic transmission fluid filter, plastic intake manifold, plastic cylinder head covers, etc.

4) Fiber and Exterior Products

Seat fabric, low friction seatbelt webbing, service bumper, etc.