

The birth of a symbol mark for high-performance products that embodies the ultimate of Astemo

Hitachi Astemo, Ltd. (Hereafter “Astemo”) has been a global leader in providing innovative mobility solutions for the automotive industry.

Astemo announces the launch of a new brand symbol mark for its high-performance products with even higher added value, for the “SHOWA” brand of motorcycle suspension products and the “NISSIN” brand of motorcycle brake products.



Symbol for high-performance products

Symbol and new brand logo

The symbol mark for high-performance products is only given to special products that have been developed with the best of technology by Astemo's selected professional team.

This mark represents our determination to create innovative products by combining the SHOWA and NISSIN brands, which boast top-class technological capabilities in the global market.

SHOWA and NISSIN products are equipped with technology cultivated while continuing to enhance vehicle performance to the limit in response to the needs of top teams actively competing in the world in harsh racing environments.

At Astemo, the SHOWA and NISSIN brands have come together to challenge the limits of product development for racing models. Products developed in this way will be engraved with the high-performance symbol mark. Astemo will contribute to the victories of top teams through the provision of these products (gradual introduction is planned from the 2025 race).