

News Release

FOR IMMEDIATE RELEASE

Hitachi Automotive Systems Posts 11-meter-wide Corporate Advertisement on the Sky Panel of Tokyo Monorail Haneda Airport Terminal 2 Station

Tokyo, June 6, 2014 --- Hitachi Automotive Systems, Ltd. today announced that it was starting displaying a large, 11-meter-wide corporate advertisement featuring vehicles from throughout the world that use the company's products. Designed to increase recognition of the Hitachi Automotive Systems brand, the advertisement is posted on the Sky Panel located at the lower-level concourse at the north entrance of Tokyo Monorail Haneda Airport Terminal 2 Station.

As a global supplier of automotive parts, Hitachi Automotive Systems provides the vehicle manufacturers of the world with outstanding mechatronics products and systems in the fields of the environment, safety, and information.

The new advertisement introduces attractive vehicles in use throughout the world that utilize the company's products and systems, shown together with photos of the vehicles.

The advertisement will serve to increase the recognition among the general public, starting with the approximately 12 million people who use the Haneda Airport Terminal 2 Station each year, of Hitachi Automotive Systems' contribution to mobility innovation in the construction of desirable vehicles.

Hitachi Automotive Systems' aim is to be a global company that is the world's most trusted enterprise, by providing functions that are safe and environmentally friendly, and utilizing information, to achieve comfortable mobility and add new value to people, vehicles and society.



The 11-meter-wide corporate advertisement on display at Tokyo Monorail Haneda Airport Terminal 2 Station
Monorail Haneda Airport Terminal 2 Station



Hitachi Automotive Systems' large corporate advertisement

■ Advertised automobile makers/car line list

- Isuzu Motors Limited
ELF HYBRID
- TOYOTA MOTOR CORPORATION
HARRIER
- Fuji Heavy Industries Ltd.
LEVORG
- Mitsubishi Motors Corporation
OUTLANDER PHEV
- Ford Motor Company
Explorer
- Suzuki MOTOR CORPORATION
HUSTLER
- NISSAN MOTOR CO.,LTD.
NISSAN LEAF
- Honda Motor Co., Ltd.
FIT HYBRID
- Mitsubishi Fuso Truck and Bus Corporation
CANTER
- General Motors Company, LLC
CADILLAC CTS
- DAIHATSU MOTOR CO., LTD.
TANTO
- Hino Motors, Ltd.
HINO DUTRO HYBRID
- Mazda Motor Corporation
CX-5
- Audi AG
A3 Sedan
- Volkswagen AG
Golf GTI
- IndyCar
Penske Racing

■ About Hitachi Automotive Systems, Ltd

Hitachi Automotive Systems, Ltd is a wholly owned subsidiary of Hitachi, Ltd., headquartered in Tokyo, Japan. The company is engaged in the development, manufacture, sales and services of automotive components, transportation related components, industrial machines and systems, and offers a wide range of automotive systems including engine management systems, electric power train systems, drive control systems and car information systems. For more information, please visit the company's website at <http://www.hitachi-automotive.co.jp/en/>.

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