

News Release

FOR IMMEDIATE RELEASE

Hitachi Astemo, new global leader in motorcycle and automotive industry at EICMA 2021 (Milan Motorcycle Show)

Hall 13 Booth A56



Hitachi Astemo's exhibition stand (image)

Tokyo, October 25, 2021 --- Hitachi Astemo, a major new technology company with ambitious growth and environmental goals will take part in EICMA 2021, one of the world's largest motorcycle shows (Milan, Italy, 23rd to 28th November). Hitachi Astemo was created on January 1st, 2021, from the merger of Hitachi Automotive Systems with three former Honda affiliates: Nissin Kogyo, Keihin and Showa.

Building on the strength of its four founding companies, Hitachi Astemo will introduce next-generation products and technologies for motorcycles:

- Cutting edge integrated control technologies for suspension and brakes
- Powertrain systems with advanced environmental technologies
- Brake systems that improve vehicle safety performance
- Suspension that improves both steering stability and riding comfort

- more -

Aftermarket products as well as racing models that are equipped with Hitachi Astemo's advanced technologies and products will also be introduced.

The booth will be divided into areas where visitors will discover an extensive range of next-generation products and technologies. These areas include:

Synergy Technologies Area

A demo motorcycle will allow visitors to experience 'integrated control' technologies that control 'riding', 'cornering', and 'braking', thanks to the advanced integration of powertrain, suspension, and brake systems, a successful combination of the technologies developed by the four merged companies.

Next-generation Powertrain Area

A concept model of the company's powertrain system for electric motorcycles will be displayed along with other technologies and products contributing to environmental sustainability such as the ISG (Integrated Starter Generator) units for small motorcycles and injectors for large motorcycles.

Aftermarket Products Area

Product brands Keihin, Showa, and Nissin are the pride of Hitachi Astemo. Their sophisticated aftermarket products with appealing packaging design will be on display.

As a major supplier to the motorcycle industry, Hitachi Astemo is committed to creating a sustainable future and improved quality of life.

About Hitachi Astemo, Ltd.

Headquartered in Tokyo, Japan, Hitachi Astemo is a joint venture between Hitachi, Ltd. and Honda Motor Co. Hitachi Astemo is a technology company that develops, manufactures, sells and services automotive and transportation components, as well as industrial machinery and systems. For more information, visit the company's website at <https://www.hitachiastemo.com/en/>