

# News Release

**HITACHI**  
Inspire the Next

FOR IMMEDIATE RELEASE

The "Restart for the Automotive Aftermarket" will take place after a two-year Corona break with Automechanika 2022, September 13-17 in Frankfurt/Main, Germany. Hitachi Astemo will be presenting its product innovations from its different brands – HITACHI, HÜCO, NISSIN, SHOWA and TOKICO – at Booth E60 in Hall 3.0. Particular focus at this year's world's leading aftermarket trade show will be on TOKICO brand shock absorbers and the debut of the SHOWA Oil and Service Kit.



Hitachi Astemo's exhibition booth (image) (Hall 3.0 Booth E60)

**Frankfurt/Main, September 13, 2022** --- Hitachi Astemo develops, manufactures and markets innovative, sustainable technologies for the automotive and motorcycle industries. Born in 2021 from the merger of Hitachi Automotive Systems and three former Honda affiliates NISSIN KOGYO, KEIHIN and SHOWA, the company combines expertise in powertrain, suspension, steering, braking as well as driver assistance systems and sees itself as a leading technology supplier and aftermarket partner for automotive and motorcycle.

"Astemo combines the first letters of **"Advanced Sustainable Technologies for Mobility"**. Our name says it all: Our technologies enable safe, sustainable and comfortable mobility and in this way contribute to a modern, climate-friendly society. In particular, we offer the automotive aftermarket new development opportunities with our products and brands," says Jean-Baptiste Pellefigues, Senior Vice President, Global Head of Aftermarket at Hitachi Astemo.

- more -

To increase its presence in EMEA markets, Hitachi Astemo has been strengthening its competence center in Espelkamp, Germany, where it combines development, production, sales and logistics of spare parts. A comprehensive portfolio of more than 4,500 products is offered by Hitachi Astemo from here: Electronics, suspension, fuel supply, steering, engine management and sensor systems.

### **Motorcycle Premiere at Automechanika 2022.**

Among the highlights of this year's Automechanika is the debut for SHOWA Front Fork and Rear Cushion Oil and Service Kits for both On-Road and Off-Road Application. The SHOWA oils are high-performance fork oils that eliminate stiction to minimize wear. Moreover, they are resistant to foaming. SHOWA Front Fork & Rear Cushion Oils are formulated of high-quality base oils and additives that provide excellent physicochemical properties to ensure a smooth operation. The SHOWA Oil ensure that the Front Fork Damping and Rear Wheel responds optimally and offers the highest performance and durability.

"With these products, we are celebrating a milestone in our company's history at Automechanika 2022: For the first time, we are presenting our solutions for the motorcycle aftermarket. We are very much looking forward to this premiere," says Christian Westerkamp, Managing Director at Hitachi Astemo Aftermarket Germany GmbH. "Motorcyclists are among the savviest when it comes to adapting their bike to their own personal wishes and requirements and making it fit again and again. Therefore, this aftermarket promises great potential for us - and we are very happy to be able to be a part of the most important trade show in Frankfurt again after this long-forced break and to see many customers and partners in Frankfurt again in person."

Other highlights at the Hitachi Astemo booth include the new TOKICO Shock Absorbers for passenger cars. The high performance of these products makes them particularly suitable for use in hybrid and electric cars. Electrically powered vehicles, due to their heavier weight, require more powerful suspension systems to ensure a comfortable and safe ride despite the heavy battery on board.

### **About Hitachi Astemo**

Hitachi Astemo is a major Automotive global technology company formed by a joint venture between Hitachi, Ltd. and Honda Motor Co. Hitachi Astemo provides world-leading advanced mobility solutions and leads the world in market share in several core product areas including xEV, AD/ADAS and motorcycles. Based in Japan with 90'000

employees worldwide ~~and facilities in 27 countries~~, Hitachi Astemo has the global scale to define the next-generation technologies that will contribute to our social, environmental, and economic ambitions. Hitachi Astemo is making meaningful contributions to a sustainable society and an improved quality of life. <https://www.hitachiastemo.com/en/>

### **About Hitachi Astemo Aftermarket**

Hitachi Astemo Aftermarket is one of the leading partners of electrical and electronic parts in the automotive and motorcycle aftermarket. The steadily growing portfolio includes products from the fields of electronics, sensors, steering, fuel delivery, engine management and chassis. Espelkamp regional competence center, takes care of development, manufacturing, sales and logistics of Hitachi Astemo's Aftermarket activities for EMEA region.

<http://aftermarket.hitachiastemo.com/en/>