

# News Release

FOR IMMEDIATE RELEASE

## **Notice of partnership agreement with Mie Honda Heat for the 2023-24 rugby season**

**Tokyo, November 1, 2023** – Hitachi Astemo, Ltd. (“Hitachi Astemo”) has agreed to a partnership for the 2023-2024 season with Mie Honda Heat, a Honda Motor Company (“Honda”) rugby team competing in NTT JAPAN RUGBY LEAGUE ONE Division 1.

Through its sponsorship of motorsports and events, Hitachi Astemo promotes its brand while contributing to the revitalization, expansion, and promotion of the sponsored activities among fans. Hitachi Astemo continues to sponsor such activities because its own corporate ambitions align well with these teams' ambition to work together to win, reach for greater heights, meet the expectations of as many fans as possible, and to deliver joy and excitement.

Hitachi Astemo has signed a partnership agreement with Mie Honda Heat for the 2023-2024 season because the Company believes that Honda's passion for "The Power of Dreams" and Mie Honda Heat's team philosophy are in line with its corporate stance.

Hitachi Astemo will continue contributing to enriching quality of life, as well as sharing joy and inspiration with people around the world through its support of Team Penske in the NTT IndyCar series in America; and in Japan with Hitachi Astemo RIVALE (V. LEAGUE DIVISION 1), Astemo REAL RACING (SUPER GT GT500), Astemo Honda Dream SI Racing (All Japan Road Race Championship Series), and Mie Honda Heat (NTT JAPAN RUGBY LEAGUE ONE Division 1).

Hitachi Astemo is committed to technological innovation and business development for sustainable growth through strategic business operations comprised of the Electrification Business Management Division, the Chassis & ICE Management Division and the Motorcycle Business Division. Hitachi Astemo will contribute to a better global environment with electric powertrain systems and highly efficient internal combustion engine management systems that reduce emissions, and improve safety and comfort with autonomous driving, advanced driver assistance systems and advanced chassis systems. Hitachi Astemo will contribute to a sustainable society and improved quality of life by providing world-leading advanced mobility solutions that satisfy our customers.

## First jersey



## Second jersey



## Company Profile

Hitachi Astemo, Ltd.

Head Office: Shin Otemachi Building, Otemachi 2-chome, 2-1, Chiyoda-ku, Tokyo

Business: Development, manufacture, sales and service of machinery and equipment and systems for automotive parts and transportation and industrial use.

For more information, please visit the Hitachi Astemo website:

<https://www.hitachiastemo.com/en/>.