

News Release

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FOR IMMEDIATE RELEASE

Hitachi Astemo to showcase automotive solutions at Automechanika 2024 – Hall 3.0, Booth E60



Schwaig (Germany), August 13, 2024 – Under the theme "Driving Transformation," the automotive industry will once again come together at Automechanika, centered around the discussion topics of innovation, transformation, and sustainability. Hitachi Astemo is excited to announce its participation, showcasing its product brands HITACHI, HÜCO, and TOKICO, which are united under the Hitachi Astemo umbrella, forming a strong partner for the automotive aftermarket. The world's leading trade fair for the automotive service industry will take place from September 10-14, 2024, at Messe Frankfurt, where Hitachi Astemo will be located in Hall 3.0, Booth E60.

"We are dedicated to enabling safe, sustainable, and comfortable mobility, contributing to a modern, climate-friendly society," says Daniel Labahn, Managing Director of Hitachi Astemo Aftermarket Germany GmbH. Labahn, who has held his position since May of this year and has been with the company since 2015, adds, "Our product catalog is robust and diverse, featuring over 5,000 references in engine management, ignition, suspension, and more. In the coming years, we will significantly expand our suspension offerings for the EMEA region."

Jean-Baptiste Pellefigues, Global Head of Aftermarket at Hitachi Astemo, also recognizes the potential of the European market: "Europe presents a significant growth opportunity for Hitachi Astemo. While our presence is still developing, our strong assets and extensive OE ranges position us well to increase market share in the region."

At Automechanika 2024, Hitachi Astemo will present its latest technologies across several product categories. These advancements are designed to enhance vehicle performance, efficiency, and sustainability, aligning with the industry's shift towards greener and more efficient technologies. The key products to be showcased include:

Glow control units

Glow control units play an essential role in diesel engines, particularly in cold conditions. Hitachi Astemo's advanced glow control units ensure optimal pre-heating, heating, and post-heating times, enhancing engine start reliability and efficiency. These controllers utilize modern

semiconductor technology and LIN protocol communication, providing advanced failure diagnostics and improved performance across more than 8,000 vehicle models.

Fuel supply systems

Hitachi Astemo's comprehensive fuel supply solutions span from low-pressure fuel pumps and feeder units to high-pressure pumps and control units. These components are crucial for maintaining optimal fuel efficiency and performance. The new Generation 5 high-pressure pumps, capable of pressures up to 500 bar, support the latest engine technologies, including hybrid systems, ensuring future-ready fuel delivery solutions.

Ignition coils

Ignition coils from Hitachi Astemo are designed to convert low battery voltage to the high voltage necessary for efficient combustion. The extensive range includes over 600 models, covering 9,000 vehicle types. These coils ensure reliable engine performance, better acceleration, and fuel efficiency—critical for modern high-performance engines.

Air flow sensors

Precision in measuring the air mass flow into the engine is vital for adhering to emission standards and optimizing fuel injection. Hitachi Astemo's air flow sensors provide accurate readings, ensuring optimal fuel-air mixture and compliance with stringent emission regulations. The product portfolio includes over 350 models, covering 6,500 vehicle types.

Shock absorbers

Marketed under the Tokico brand, Hitachi Astemo's shock absorbers are engineered to enhance vehicle stability, handling, and comfort. These shock absorbers are designed to withstand daily wear and tear, excessive loads, and harsh driving conditions. The range includes over 1,000 products, ensuring comprehensive coverage and superior performance.

Throttle bodies

The electronic throttle bodies from Hitachi Astemo are critical for precise engine control, regulating air intake based on real-time data from the engine control unit. This results in improved fuel efficiency and engine responsiveness. With around 100 models in the portfolio, these throttle bodies cover more than 50 million vehicles in the EMEA region, with plans for significant expansion.

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Note for Editors:

Daniel Labahn is the new Managing Director of Hitachi Astemo Aftermarket Germany GmbH in Espelkamp since 1 May 2024. He succeeds Christian Westerkamp, who has left the company after 25 successful years. Daniel Labahn has already worked for the company for several years in various management positions, most recently as Head of Product Line Powertrain.

For picture material and interview opportunities with Daniel Labahn, Managing Director of Hitachi Astemo Aftermarket Germany GmbH, and Jean-Baptiste Pellefigues, Head of Global

Aftermarket, please schedule an appointment in advance by contacting Nathalie Gradelet (Nathalie.Gradelet@hitachiastemo.com) or Katharina Decker (Katharina.Decker@hitachiastemo.com).

Company Profile

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