

FOR IMMEDIATE RELEASE

Hitachi Astemo celebrates a decade of innovation and collaboration with NEXUS Automotive International



Schwaig (Germany), September 10, 2024 — Hitachi Astemo today announces the 10th anniversary of its partnership with NEXUS Automotive International, the leading automotive aftermarket group. This milestone underscores a decade of successful collaboration, fostering innovation and driving progress in the automotive aftermarket sector.

To commemorate this significant occasion, a special ceremony was held at the Hitachi Astemo booth (E60, Hall 3.0) during the opening of Automechanika Frankfurt 2024, the world's leading trade fair for the automotive service industry. Over the next few days, Hitachi Astemo will showcase its latest technologies across several product categories. The full press kit can be found [here](#).

In recognition of NEXUS' contribution to the partnership, Hitachi Astemo awarded an *Oni-gawara*, a traditional Japanese roof tile symbolizing protection and prosperity, to NEXUS. The Oni-gawara, which has its origins in ancient Roman and Japanese culture, serves as a meaningful gift symbolizing the strength and resilience of this successful business partnership. The ceremony was attended by senior executives from both companies: Girard Benoit (Global Head of R&D and Marketing, Hitachi Astemo Aftermarket), Ege Bosut (Global Supplier Partnerships Manager / Two-Wheelers Business Unit Project Manager, NEXUS), Gaël Escribe (CEO, NEXUS Automotive International), Jean-Baptiste Pellefigues (SVP - Aftermarket Business Global Head / Senior Vice President, Hitachi Astemo), Patrick Freier (Sales Director EMEA, Hitachi Astemo Aftermarket Germany GmbH), Daniel Labahn (Managing Director, Hitachi Astemo Aftermarket Germany GmbH) und Gary Plover (Vice President / Americas Hitachi Astemo Aftermarket Business Division Head).

"Astemo – '**A**dvanced **S**ustainable **T**echnologies for **M**obility' – is not just a name; it is our commitment to delivering innovative solutions that ensure safe, sustainable, and comfortable mobility," said Daniel Labahn, reflecting on the partnership. "Our longstanding collaboration with NEXUS Automotive International is a testament to our shared vision of a modern,

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climate-friendly society. Together, we have mastered numerous market changes, from electrification to digitalization, and we continue to pave the way for a connected and sustainable automotive aftermarket."

Over the past ten years, the partnership between Hitachi Astemo and NEXUS has been instrumental in addressing the evolving demands of the automotive industry, particularly in the EMEA region. The close cooperation between the NEXUS EMEA community and Hitachi Astemo Aftermarket has led to a significant increase in active customers since the contract was signed, and thus to a considerable expansion of Hitachi Astemo Aftermarket's market presence. To increase its presence in EMEA markets, Hitachi Astemo has been relying on its competence center in Espelkamp, Germany, where it combines development, production, sales and logistics of spare parts. A comprehensive portfolio of more than 5,000 products is offered by Hitachi Astemo from this location: Electronics, shock absorber fuel supply parts, steering components, various engine management products and sensor systems.

Patrick Freier further highlighted the impact of this partnership, stating, "From the very beginning, we recognized the potential of NEXUS to disrupt the traditional ITG landscape. Our early involvement allowed us to grow alongside NEXUS, and today, we are proud to celebrate a decade of mutual success. We look forward to continuing this journey and building the next decade of innovation together."

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Notes for editors:

Press kit and images: [click here](#)

From left to right: Girard Benoit (Global Head of R&D and Marketing, Hitachi Astemo Aftermarket), Ege Bosut (Global Supplier Partnerships Manager / Two-Wheelers Business Unit Project Manager, NEXUS), Gaël Escribe (CEO, NEXUS Automotive International), Jean-Baptiste Pellefigues (SVP - Aftermarket Business Global Head / Senior Vice President, Hitachi Astemo), Patrick Freier (Sales Director EMEA, Hitachi Astemo Aftermarket Germany GmbH), Daniel Labahn (Managing Director, Hitachi Astemo Aftermarket Germany GmbH), Gary Plover (Vice President / Americas Hitachi Astemo Aftermarket Business Division Head)

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

About Hitachi Astemo

Hitachi Astemo, headquartered in Tokyo, Japan, is a joint venture between Hitachi, Ltd, Honda Motor Co. and JIC Capital, Ltd. The global automotive technology company provides pioneering and advanced mobility solutions and is a market leader in several core product areas such as xEV, AD/ADAS and motorcycles. With 90,000 employees worldwide, the

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company has an enormous global reach. This enables Hitachi Astemo to design customized next-generation technologies that are in line with the social, environmental and economic goals of today's society. In doing so, the company is making a valuable contribution towards a more sustainable economy and improved quality of life.

Further information: www.hitachiastemo.com

About Hitachi Astemo Aftermarket

Hitachi Astemo Aftermarket is one of the leading partners for electrical and electronic parts in the automotive and motorcycle aftermarket. The constantly growing portfolio includes products from the fields of electronics, shock absorbers, fuel delivery, steering, engine management and sensor technology. The regional competence center in Espelkamp is responsible for the development, production, sales and logistics of Hitachi Astemo's aftermarket activities for the EMEA region.

About Nexus Automotive International

Established in 2014 by CEO Gaël Escribe, NEXUS Automotive International, the automotive aftermarket (AA) company, is shaping the future of the AA.

Thanks to an entrepreneurial, innovative and agile mindset, N! disrupts the industry by bringing innovative solutions for a more sustainable, digital and connected mobility. At the same time, it supports its community of more than 492 members in 138 countries, allied with 100 global suppliers, by providing services to accelerate their growth.

N! is offering new approaches and new ideas for a connected, global and consolidated world of tomorrow to accelerate the success of car and heavy-duty spare parts and services distributors and manufacturers, through 16 regional structures that connect them.

NEXUS' consolidated turnover is expected to reach more than 45 billion euros in 2024.

[More information: NEXUS Automotive international](#)