

October 25, 2001

AISIN Group's 6 Companies to Jointly Participate in the 35th Tokyo Motor Show

Aisin Seiki Co., Ltd. (President: Kanshiro Toyoda; Headquarters: Kariya-shi, Aichi Prefecture) and AISIN Group's other five companies (Aisin Takaoka Co., Ltd., Aisin Chemical Co., Ltd., Aisin AW Co., Ltd., Aisin AI Co., Ltd., ADVICS Co., Ltd.) will jointly participate in the 35th Tokyo Motor Show. The event will be held in Makuhari Messe in Chiba Prefecture from October 27 (Sat). Details of the AISIN Group booth are as follows:

1 . Theme

“AISIN Group enhances the pleasure of your life with cars”

At Aisin Group, we hold the mutual corporate principle “Quality Supremacy.” We strive continually to expand and improve quality in automotive parts production by taking account of customers’ needs in advance. Aisin Group applies the extensive technology (drivetrain, body, brake & chassis, engine and information-related products and others) to materials, functional parts, and system products.

We would like you to take this opportunity to view and touch our systems and products closely from behind the scenes, and enjoy new relationships with cars. We hope that our commitment to excellence will be clear to visitors.

2 . Exhibition space

14 units (largest among parts manufacturers)

Booth No.: North 501

3 . Characteristics

The AISIN Group booth consists of two zones: the entertainment zone and the technical zone. At the entertainment zone, there are three corners where you can deepen your understanding of the auto parts performance through demonstration and simulation. At the technical zone, there are three areas respectively titled: (1) Parts and systems that effectuate smoother, safer and more enjoyable drive; (2) Parts and systems that make your life with car more enjoyable; and (3) Materials and methods that support your car from behind the scenes.

For this show, we will use a large space especially for the entertainment zone so that visitors can enjoy seeing auto parts closely, and feeling them more familiar than before.

4 . The entertainment zone

Corner	AISIN Group Demonstration Car corner
Appealing points	<ul style="list-style-type: none"> • Introduce the outline of AISIN Group with over 200 items of Group's major products and systems installed in a demonstration car.
Demonstration	<ul style="list-style-type: none"> • Explanation of Aisin Group featuring a demonstration car • Demonstration show with video (approx. 7 minutes)

Corner	Car Navigation corner
Appealing points	<ul style="list-style-type: none"> • Introduce technical expansion focusing on the performance of 3 major car navigation systems: popular type, high-performance type, and vehicle control type as well as the next generation Intelligent Transport Systems (ITS).
Demonstration	<ul style="list-style-type: none"> • Explanation of technical points with a large display and narration (approx. 5 minutes)

Corner	ABS • VSC experience corner
Appealing points	<ul style="list-style-type: none"> • Experience Antilock Braking System (ABS) and Vehicle Stability Control (VSC), which enhance safety
Demonstration	<ul style="list-style-type: none"> • Virtual experience in the large simulator with companion guidance (approx. 5 minutes).

5 . The technical zone

Zone	Parts and systems that effectuate smoother, safer, and more enjoyable drive
Product category	Drivetrain
Appealing points	<ul style="list-style-type: none"> • Introduce the industries' top product lineup from manual transmission to automatic transmission, from light cars to SUVs. • Introduce small, lightweight, and multi-speed products that meet customers' needs, and the next generation hybrid systems.
Displays	<ul style="list-style-type: none"> • Manual transmission (4 items) • Automatic transmission (4 items) • Hybrid system and other (3 items)

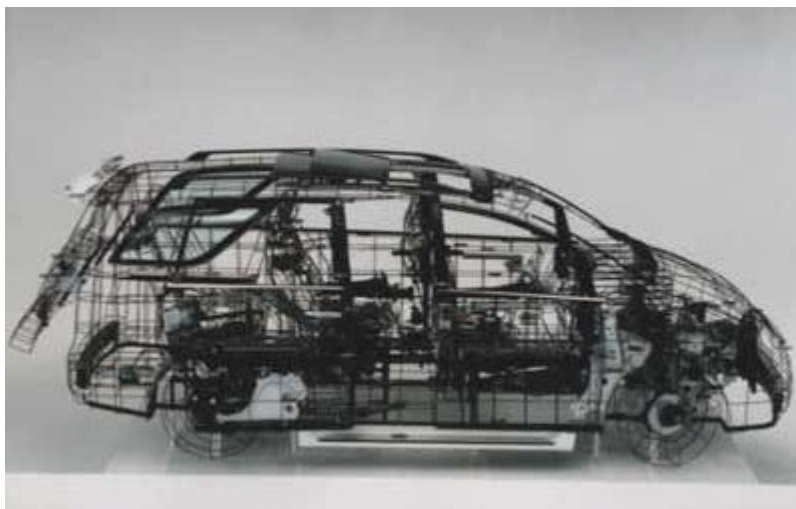
Zone	Parts and systems that effectuate smoother, safer, and more enjoyable drive
Product category	Bake & Chassis
Appealing points	<ul style="list-style-type: none"> • Introduce the capability of braking system development through the new company ADVICS's commitment. • Introduce steering and suspensions that provide comfortable, safe, and easy driving.
Displays	<ul style="list-style-type: none"> • Brake system • Power tilt & telescopic steering • Air suspension system • Active rear steering system (4 items)

Zone	Parts and systems that effectuate smoother, safer, and more enjoyable drive
Product category	Engine
Appealing points	<ul style="list-style-type: none"> • Introduce the unique vane structure that realizes low fuel consumption, high engine power and low emission.
Displays	<ul style="list-style-type: none"> • Variable Valve Timing (VVT) (1 item)

Zone	Parts and systems that make your life with car more enjoyable
Products category	Information
Appealing points	<ul style="list-style-type: none"> • Introduce the new performance of car navigation system and the comfort it provides by displaying monitors and simulators. • Introduce functions that supply backspace view on parking cars and warning system for lane departure.
Displays	<ul style="list-style-type: none"> • Car navigation system (10 items) • Backing Guide & Lane Departure Warning System (1 item)

Zone	Parts and systems that make your life with car more enjoyable
Product category	Body
Appealing points	<ul style="list-style-type: none"> • Introduce improvements on user-friendliness and safety for getting in and out, by actuating smart entry systems and door closure.
Displays	<ul style="list-style-type: none"> • Smart entry system • Door latch with closure (2 items)

Zone	Materials and methods that support your car from behind the scenes
Product category	Material and method
Appealing points	<ul style="list-style-type: none"> • Introduce the Group's commitment to responding to a wide range of needs for cars, such as comfort, safety, lightness, and environmental care, by developing various materials from cast iron to chemical products. • Introduce cases that realized lighter weight, higher performance, and productivity improvements by new methods.
Displays	<ul style="list-style-type: none"> • High heat resistant aluminum Material • High heat resistant cast iron • PVC-free underbody coating • Environment-friendly anti-corrosion coating: DORRLFLAKE • Wet type friction material • Die quenching process • Hydro forming process (7 items)



AISIN Group Demonstration Car corner

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