

Hitachi Astemo

Company Name and Business Brand for the Planned Integrated Mobility Company

Tokyo, October 19, 2020 ---As announced on October 30, 2019, Hitachi Automotive Systems, Ltd., Keihin Corporation, Showa Corporation, and Nissin Kogyo Co., Ltd. will conduct a management integration during the current fiscal year to form an integrated company, strengthening global development and distribution of competitive mobility solutions for the CASE era.

As announced today, the new company will be named “Hitachi Astemo”. The combined scale and strengths of the integrated company will drive the competitiveness of its core technologies and solutions, and enable the company to better respond to rapidly changing market conditions. Hitachi Astemo will make our world a better place by providing mobility solutions that are more environmentally sustainable, with enhanced safety and comfort.

1. New Business Name

Hitachi Astemo, Ltd.

The automotive and motorcycle industries are currently facing a once-in-a-century transformation, and mobility solutions are required that reduce environmental damage, decrease traffic accidents, and improve comfort. At the same time, competition is intensifying in fields such as electrification, autonomous driving, and connectivity, which will form the future core of automotive and motorcycle systems. Aligned with these changes, mobility suppliers must also expand their product lines and provide comprehensive solutions with integrated software.

By combining the world-class technologies of Keihin’s powertrain business, Showa’s suspension and steering businesses, and Nissin Kogyo’s brake system business with Hitachi Automotive Systems’ global strengths in its three core businesses of powertrain systems, chassis systems, and advanced driver assistance systems, the integrated company will be a technological leader and a worldwide mega-supplier to the mobility industry.

The name “Astemo” clearly aligns with the company’s strategy to “Provide a safe, sustainable, and comfortable mobility life through technologies that contribute to an advanced and sustainable society.” By combining the first letters of the words “**A**dvanced **S**ustainable **T**echnologies for **M**obility”, “Astemo” clearly describes the value that the integrated company will provide.

The name Astemo is comprised of the core components of the new company:

Advanced Technologies: Technologies that shape the future

Combining the strengths of the four companies, the integrated company will provide advanced mobility solutions in the CASE field that outpace the rapid changes of our era.

Sustainable Technologies: Technologies that contribute to a sustainable society

The integrated company will develop and deploy technologies that contribute to a prosperous, safe, secure, and environmentally sound future society for our children and grandchildren.

Mobility: Contributing to a safe and comfortable mobility life

The integrated company will contribute to a society where all people can enjoy a life supported by advanced, safe, and secure mobility in a clean environment, in a world where traffic accidents have been eliminated.

2. New Business Brand

The logo for Astemo is written in a bold, red, sans-serif font. The letter 'A' is stylized with a curved top and a thick stroke. The letters 's', 't', 'e', and 'm' are also bold and have a consistent thickness. The letter 'o' is a simple, rounded circle. The overall appearance is modern and strong.

The letters in “Astemo” have been designed to convey a sense of both power and softness.

Furthermore, the “A” denoting “advanced” is connected to the “S” denoting “sustainability”, signifying the unification of the four companies as well as the path that Astemo will follow as a provider of advanced and sustainable mobility solutions.

As a member of the Hitachi Group, the integrated company will also utilize the Hitachi Brand.

The new company name and business brand clearly define the mission of the integrated company as a new global mega-supplier with world-leading businesses in the mobility industry. The integrated company will continue to increase the competitiveness of its core technologies and solutions in powertrain, chassis, and advanced driver assistance in order to meet rapidly changing market conditions and contribute to society by providing environmentally sustainable solutions with enhanced safety and comfort.

Hitachi Automotive Systems, Ltd.	
Location	2520 Takaba, Hitachinaka-shi, Ibaraki
Description of Business Activities	Development, manufacture, sale, and service of automobile parts, transportation and industrial machinery and appliances, and systems

Keihin Corporation	
Location	26-2, Nishishinjuku 1-chome, Shinjuku-ku, Tokyo
Description of Business Activities	Manufacture and sale of parts for motorcycles and automobiles

Showa Corporation	
Location	1-14-1 Fujiwara-cho, Gyoda-shi, Saitama
Description of Business Activities	Manufacture and sale of parts for motorcycles and automobiles and parts for boats

Nissin Kogyo Co., Ltd.	
Location	801, Kazawa, Tomi-shi, Nagano
Description of Business Activities	Manufacture and sale of brake equipment for motorcycles and automobiles and aluminum products, etc.

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Information contained in this news release is current as of the date of the press announcement, but may be subject to change without prior notice.
