TRI establishes a representative office in Germany

Tokai Rubber Industries Ltd. (Head Office: Komaki-city, Aichi-prefecture, Japan; President and Representative Director: Yoshiaki Nishimura, hereafter referred to as TRI) has decided to establish a representative office in Germany to strengthen sales activities in the automotive supply field in Europe.

<Representative office in Germany: gist of establishment purposes>
TRI Group is striving to expand its automotive supplies business (including the supply of anti vibration rubber products, hoses, sound-proofing/interior parts) and places this European business as one of the most important themes in our activity.

Then, we have decided to establish a representative office in Germany for the purpose of conducting various research activities to grasp customer demand and development trends in our business field as well as deal with customers over the counter, so that we can facilitate our customer demand quickly.

<Future plans>
The German representative office will start its business centering on research activities. However, we will also make effort to develop the office into the European sales promotion and development base, including the idea of upgrading it to a subsidiary of TRI in the future.

<Representative office in Germany: Outline>
Location: Goethestr.61, 38440 Wolfsburg, Germany
Date of establishment: May 2011
Substance of business: research activities and others in the European automotive supply field
General Manager: Hirokazu Masuda (Projects Planning Department, Automotive Products Sales Headquarters)
Employee number: 3 (estimate for the year 2011)

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