TRI establishes vehicle Rubber and resin products development center
～Building up local development system in China～

Tokai Rubber Industries Ltd. (Head office: Komaki-city Aichi-prefecture; President: Yoshiaki Nishimura, hereafter referred to as TRI) has decided to establish a new company, Tokai Rubber Technical Center (China) Co., Ltd. (hereafter referred to as TRTC) to develop vehicle rubber and resin products targeted at Chinese customers.

New Company, TRTC: Gist of Establishment Purposes

TRI Group is trying to expand vehicle rubber and resin products business. As part of promotion activities on the business, TRI has decided to establish TRTC in China to build a local development system for vehicle rubber and resin products.

Setting up the new company, TRI will gain more effective force in the development and sales expansion activities of high cost - competitive and local customer - adaptive vehicle rubber and resin products through opportune responses to local customers with the coorporation of the existing production base in China.

TRTC shall be the fourth development base following those in Japan, North America, and Thailand.

New Company, TRTC: Company Profile

Company Name: Tokai Rubber Technical Center (China) Co., Ltd. (abbr.: TRTC)
Location: Economic Development Zone, Jiaxing, Zhejiang Province, China
Substance of Business: development and sales expansion of vehicle rubber and resin products
Capital Stock: 50 million Chinese Yuan
Investment Ratio: TRI 100%
Representatives: Chairman: Mitsuru Watanabe (Managing Executive Officer)
                   President: Hiroaki Tanahashi (Present General Manager of the Overseas Engineering Office, Anti-Vibration Products Engineering Division)
Building Area: Building: 2,500 m²; Building site: 5,000 m²
Date of Establishment: July, 2011 (Scheduled)
Date of Business Start-up: May, 2012 (Scheduled)