Representative office in Germany to be locally incorporated

- Accelerating sales expansion activities in Europe –

We are delighted to announce that Tokai Rubber Industries, LTD. (Head Office: Komaki City, Aichi, Japan; CEO and President: Yoshiaki Nishimura) has decided to locally incorporate its current representative office in Germany in order to strengthen sales expansion activities for automotive parts in Europe.

Up until now, TRI has provided automotive-related anti-vibration rubbers, hoses and sound control & insulation interior parts mainly for Japanese auto manufacturers. However, as the domestic automotive market is growing at a sluggish pace and product supplies are demanded on a global scale, particularly in emerging countries, it is now our challenge to newly establish businesses with overseas auto manufacturers. The acquisition of new customers has been also mentioned in the medium-term management plan “2015 TRI GROUP VISION”, which was drafted in November 2011, as one of the most important challenges we currently face.

TRI established a representative office in Germany in May 2011 in order to conduct various surveys to understand customer needs and development trends in Europe and in order to have a contact office in Europe. We recently succeeded in acquiring an order from a European automotive manufacturer and, being encouraged by this, have decided to locally incorporate the representative office in Germany to further expand business with overseas automotive manufacturers. We will strengthen the functions of the organization as a development and sales expansion base in Europe.

<Overview of German Local Company>
Name : TRI Europe GmbH (Abbreviation: TRIEU)
Address: Goethestr.61, 38440 Wolfsburg, Germany (Current German representative office)
Business Content: Contact company in Europe for development, sales and design of European automotive parts
Capital: 120,000 euros (Approx. 12 million yen)
Capital Share: TRI 100 %
Representative: Hirokazu Masuda (Director of current German representative office)
Number of staff: 5 employees (Estimated number for fiscal year 2012)

【Contact Information】
Mr. Naoki Shimizu, Public Relations Office, Tokai Rubber Industries, LTD.
TEL: +81-(0)568-77-4222