Tokai Rubber Industries, Ltd. (TRI) (Head office: Komaki City, Aichi Prefecture, President: Yoshiaki Nishimura) has conducted an opening ceremony for Tokai Tianpu Auto Parts (Shanghai) Co., Ltd. (TTAS in short) that manufactures and distributes automotive hose products. This company is a joint venture with Shanghai Tianpu Auto Parts Co., Ltd. (Shanghai TIP in short).

TTAS makes various hose products such as those for automobile air conditioners using Shanghai TIP’s plant. Introducing the Chinese-style plant operations through this joint venture with Shanghai TIP, we aim to achieve cost reduction in purchasing raw materials and labor management. We will not only pursue sales channels further to reach Chinese local makers but also utilize TTAS as a base to deliver our products from China to Japan and other countries as we can manufacture high-quality but inexpensive products there.

President Nishimura addressed in the opening ceremony, saying, “I have high hopes that TTAS will build a new path in the automobile industry that is beyond the reach of the conventional TRI Group.” He also stressed his intention to swiftly provide high-quality products to our customers.

Actually, TRI Group has already acquired sales channels as well as realizing low-cost production in China through a joint venture specializing in automotive anti-vibration rubber called Huanyu Tokai Rubber (Tianjin) Co., Ltd. (HTR in short) that was established in March 2011 and TTAS follows the same approach as HTR. We are determined to boost our business by seeking for sales expansion and cost reduction further in China in order to achieve our target of increasing our shares in growing markets following our mid-term management plan, “2015 TRI GROUP VISION.”

<Outline of TTAS>
Location: No. 4555 Tingwei Road, Jinshan Industrial District, Shanghai (Within the Tianpu plant in Shanghai)
Production Items: Automotive hose products and relevant parts
Capital Stock: 30 million renminbi （※about 375 million yen）
Capital Ratio: Tokai Rubber Industries, LTD. 60%, Shanghai TIP 40%
Representative: Chairman Katsunori Kanaoka（Managing Executive Officer, General Manager of the Automotive Hose Business Unit Headquarters, TRI）
Payroll: About 330（estimation for 2016）
Establishment: December, 2012
Start of Operation: December, 2012
Sales Amount: About 300 million renminbi （※about 3.7 billion yen, estimation for 2016）
Area of Plant: About 19,000㎡ in total (building)
Investment Amount: 33 million renminbi （※about 410 million yen）

※ Calculated 12.5 yen/renminbi

【Contact Information】
Yifei Moriya, Public Relations Department, TEL: +81-568-77-4222, E-mail: yifei.moriya@tri.tokai.co.jp