

**Sumitomo Riko presents new corporate
advertisement visual**

**- Boy who will forge a smart future introduces
Sumitomo Riko through illustrations -**

Sumitomo Riko Company Limited (Headquarters: Nakamura-ku, Nagoya-shi; President and COO: Tetsu Matsui) is announcing the creation of its new corporate advertisement visual.



New corporate advertisement visual for Sumitomo Riko

The new corporate advertisement visual shows the main copy "Solve it smartly, Sumitomo Riko". It includes our desire to utilize the MONOZUKURI technologies accumulated since the foundation of our company in order to help realize a safe, secure and comfortable life for people, toward a future world enriched by technological progress.

At the center of the visual appear a charming boy whose hair is blue, the corporate color of Sumitomo Riko, and who is wearing glasses of the same color. This is a new character for Sumitomo Riko which will feel familiar to a broad range of stakeholders from the general public to businesspeople.

The four fields in which our Group is pursuing business development to achieve our mid-term management plan, 2020 Sumitomo Riko Group Vision (2020V), are "Automotive", "Electronics", "Infrastructure" and "Housing Environment and Health & Nursing products". The boy is drawing these four fields with the marker pen in his right hand.

Sumitomo Riko products are used in cars, the Shinkansen, copiers and houses, as depicted in his cute illustrations. He is introducing our technologies that help to build a richer life in unseen ways by reducing vibration and noise, protecting houses from the threat of earthquakes, and contributing to the creation of beautiful printed matter.

Under the theme of "consistent growth and organizational reinforcement", our Group is promoting three management strategies in 2020V, namely, "Enhancement of environmental technology", "MONOZUKURI innovation", and "Development of new customers". The majority of our sales currently come from products in the automotive field, so further growth in the other three fields is essential in future. We want to link this, via the new corporate advertisement visual, to the creation of new business opportunities and recruitment of talented personnel.

Sumitomo Riko will keep on presenting our "creation of a smart future". You can expect even more from our corporate activities going forward.

About Us-----

Founded in 1929, Sumitomo Riko is a manufacturing company headquartered in Nagoya-shi, Aichi, Japan. We changed our name from Tokai Rubber Industries, Ltd. in 2014. In the automotive field, we manufacture anti-vibration rubber parts, in which we have a leading global share, as well as rubber and resin hoses and urethane sound controlling/insulation products and interior equipment. We are also applying the technologies we have accumulated in automobile parts development to expand our business in the fields of electronics, infrastructure, and "housing environment and health & nursing". Utilizing our global network of 105 bases in 23 countries, we aim to be a "Global Excellent Manufacturing Company" that provides safety, security and comfort to people worldwide.

Contact Information

Sumitomo Riko Company Limited

Public Relations Dept. / JP Tower Nagoya 1-1-1, Meieki, Nakamura-ku, Nagoya-shi, Aichi 450-6316, Japan

tel +81-52-571-0259 e-mail kouhou@jp.sumitomoriko.com <http://www.sumitomoriko.co.jp/english/>