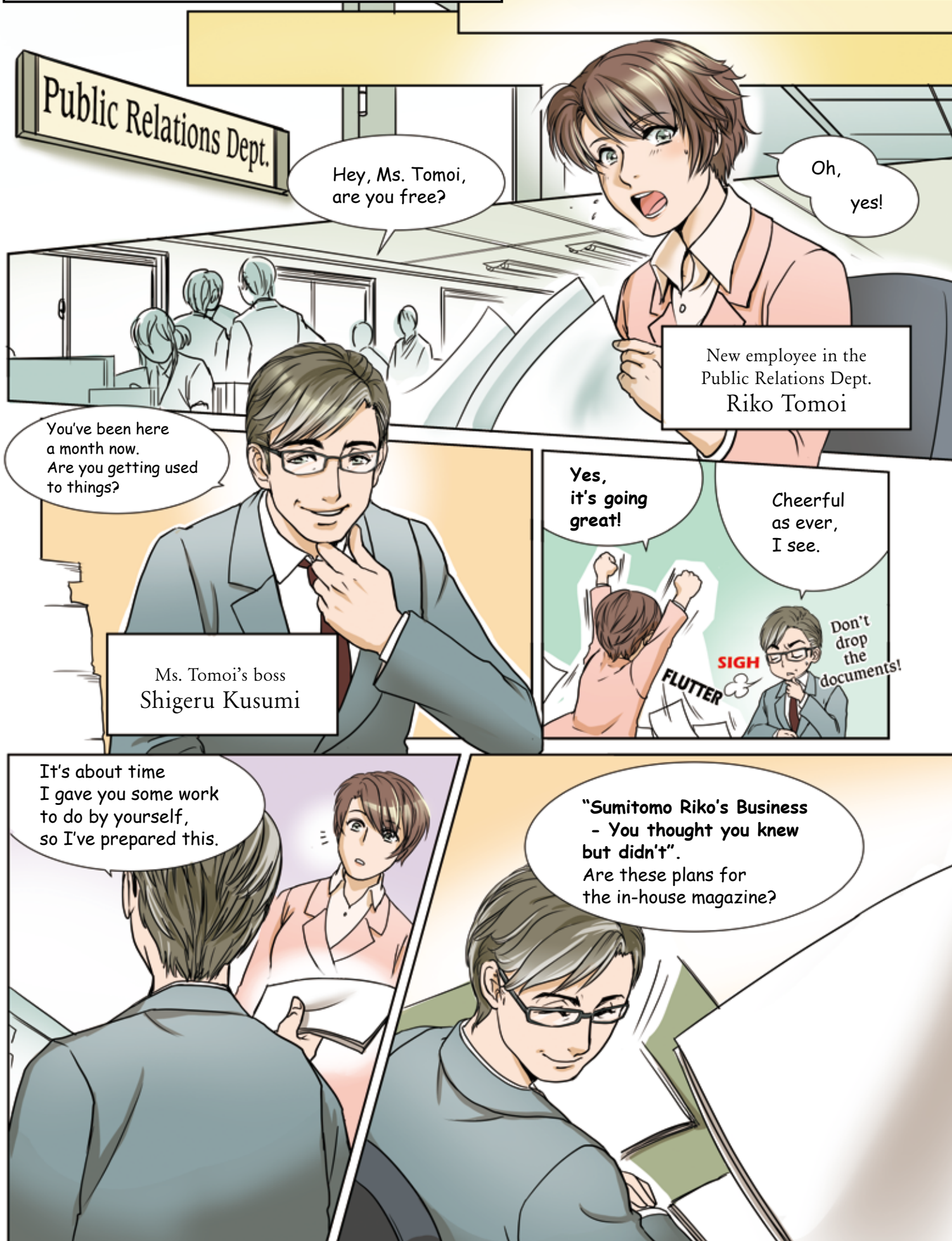


You thought you knew but didn't

Sumitomo Riko's Business

Episode 1:

Anti-vibration Rubber for automobiles 1



Although our employees work for the same company, most of them only know about their own department

From this month, I want to publish an article about each business unit

OX Dept.

OO Dept.

What do you make?

What do you do?

I want to start with anti-vibration rubber for automobiles

Gasp

You mean ...

TREMBLE

... I'll gather data and write an article?

SQUEEZE

Who else would I be asking?

Sumitomo Riko's anti-vibration rubber for automobiles products have got the biggest market share in the world! They're our main products! This is going to be so interesting!

C... calm down

FLUTTER

FLUTTER

Hey, don't scatter documents everywhere!

Oh well...

RUSTLE

RUSTLE

Please tidy up

SLAM

Hee hee

It will be worth seeing what happens

Automotive Anti-Vibration
Products Business Unit

I'm Riko Tomoi
from the Public
Relations
Department!

Hello!

We've heard about you
You want to know
about our work,
don't you?

Manager, Automotive
Anti-Vibration Products
Business Unit
Mr. Yoshida

Automotive Anti-Vibration
Products Business Unit
Mr. Minamizawa

Automotive Anti-Vibration
Products Business Unit
Mr. Suzuki

I heard from Mr. Kusumi

He said you're
a truly excellent employee

Ha, ha, ha,
no....

Embarrassed

PRESSURE

And you're
studying about
all our company's
departments

Ugh...

PRESSURE

He said you've been
studying about
anti-vibration
rubbers too

HEAVY

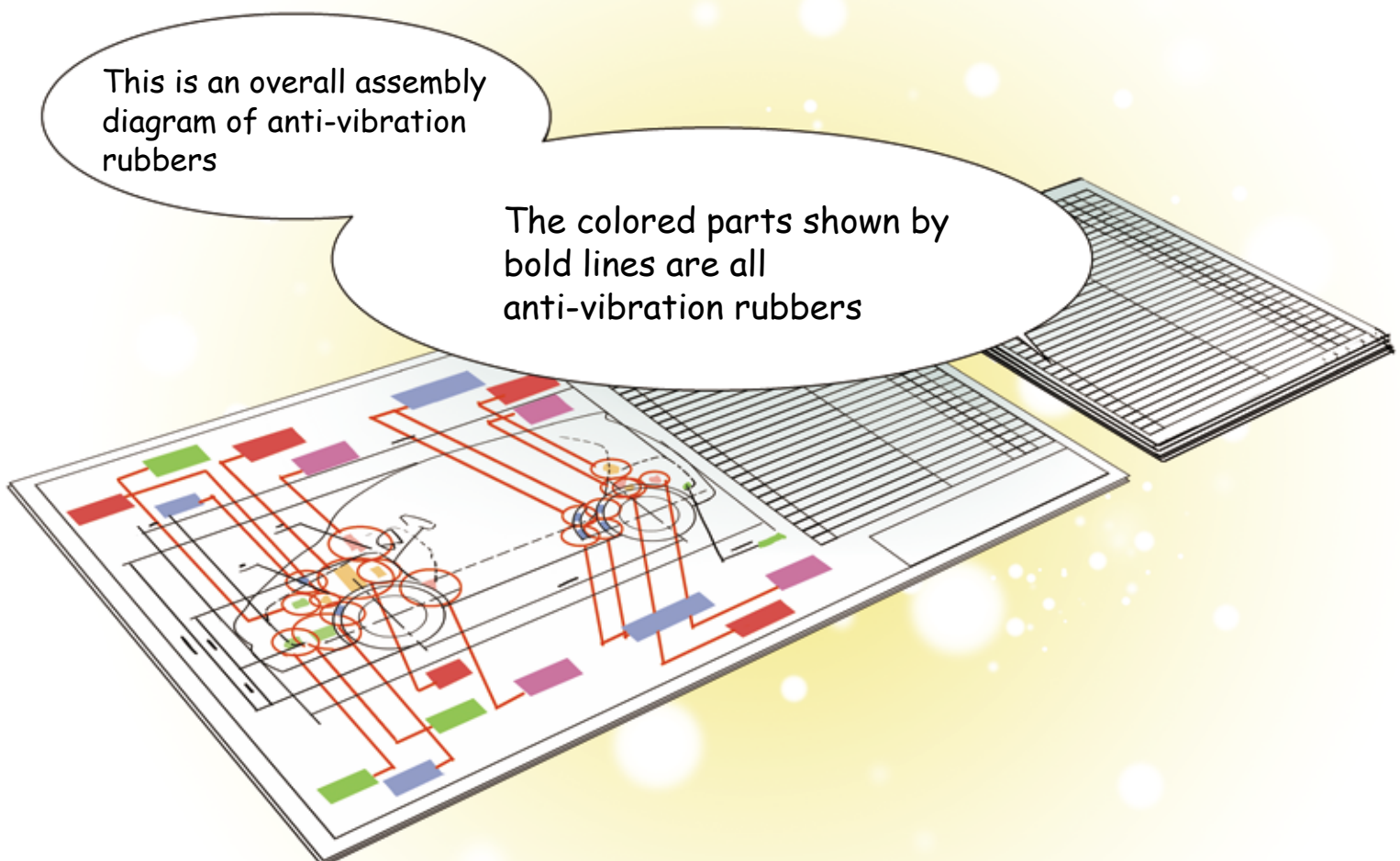
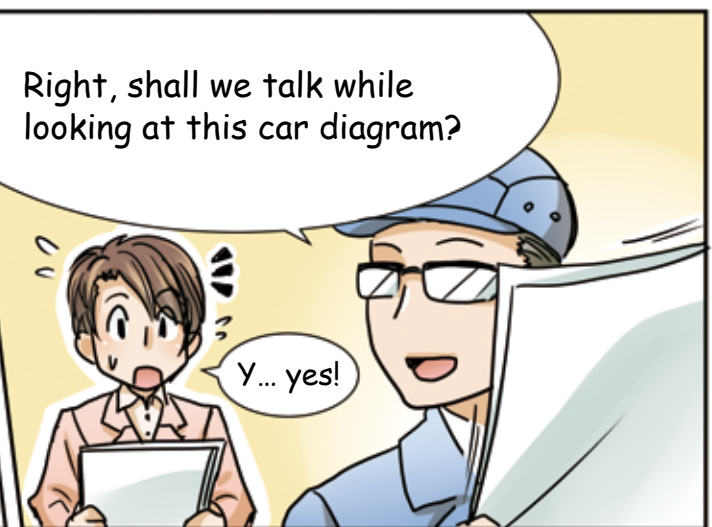
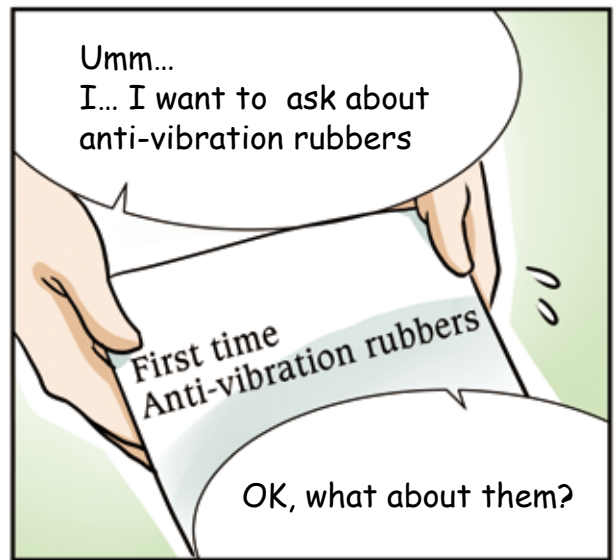
Perhaps
Mr. Kusumi is
making me
jump hurdles

S...
something's not
quite right

We're looking forward
to hearing
what questions
you have today!

We're looking
forward to hearing
what questions
you have today!

PIERCING



Huh?
All these?

Wow!

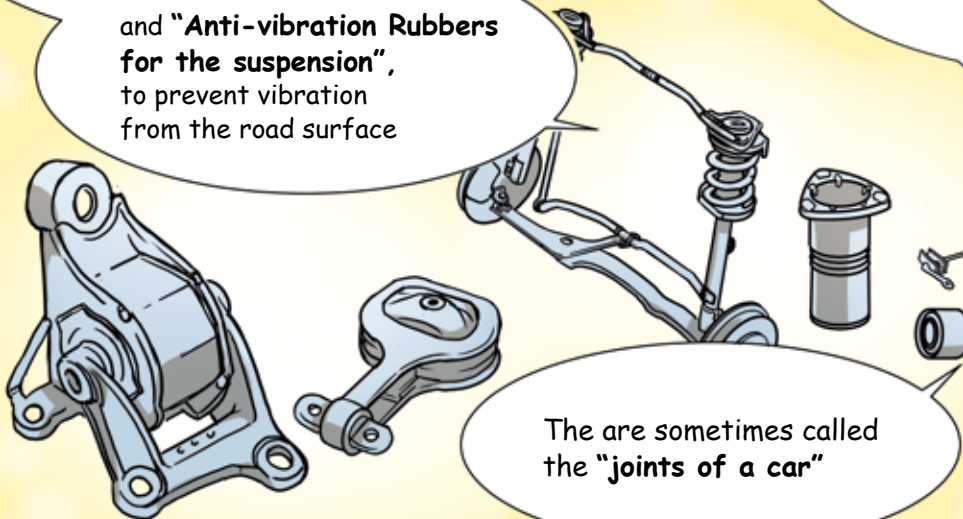
Some car models have
more than 40 kinds of
anti-vibration
rubbers

40
!?

That many!?

There are various categories, but
to put it simply, there are anti-vibration
rubbers for the **"Engine Mount"**,
which prevent vibration from the engine

and **"Anti-vibration Rubbers
for the suspension"**,
to prevent vibration
from the road surface



They are sometimes called
the **"joints of a car"**

Many anti-vibration rubbers are fitted
between the car body and the parts,
and they function as cushions by
bending in various directions

Ah,
I've heard of
engine mounts!

Oh, aren't you
fully prepared?

MUMBLE

Excuse me,
I don't know!

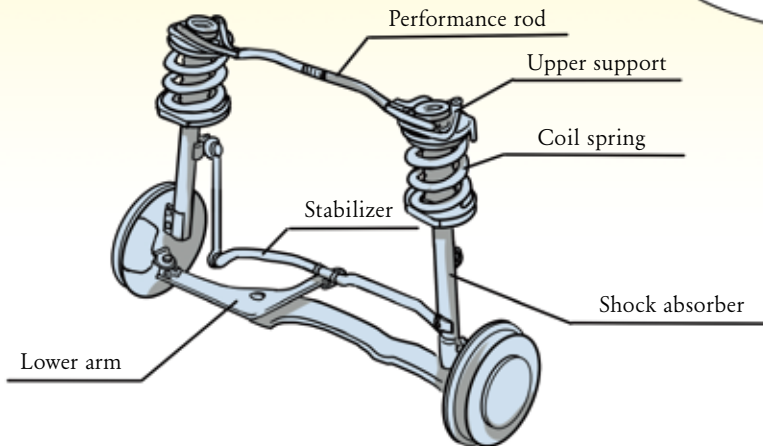
Sorry, sorry,
I was just joking
Shall I explain
anti-vibration rubbers
for the suspension first?

I'm
collecting
information!

The main role of anti-vibration rubbers for the suspension is to absorb vibration from the road surface

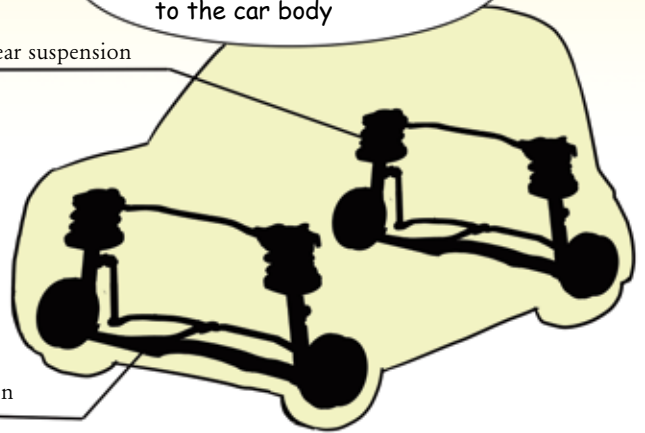
They absorb vibrations transmitted from the road surface through the tires

so that they are not transmitted to the car body



Rear suspension

Front suspension



Err... what vibration does this part (bush) prevent?

TAP

This bush is fitted between the arm and the car body

It prevents vibrations from the tires being transmitted via the arm to the car body

Oh!

Although they're anti-vibration rubbers, they have metal attached, don't they?

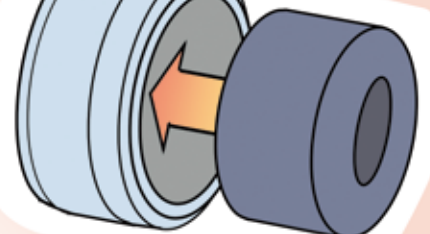
Ah, you noticed a good point

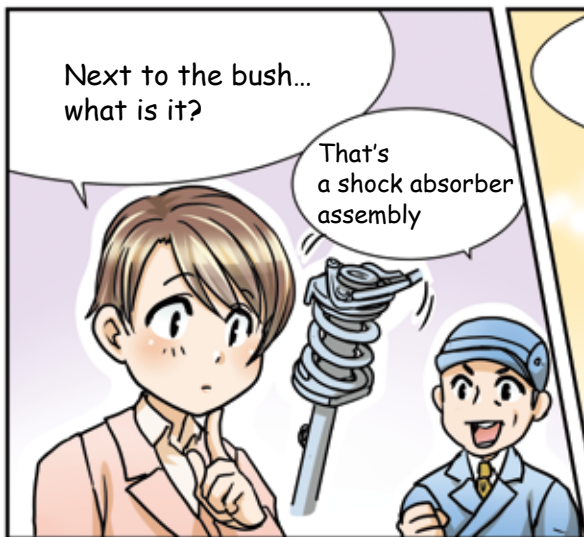
Like this

Anti-vibration rubbers are integrally molded rubber and metal parts

In fact their metal plays a big role too

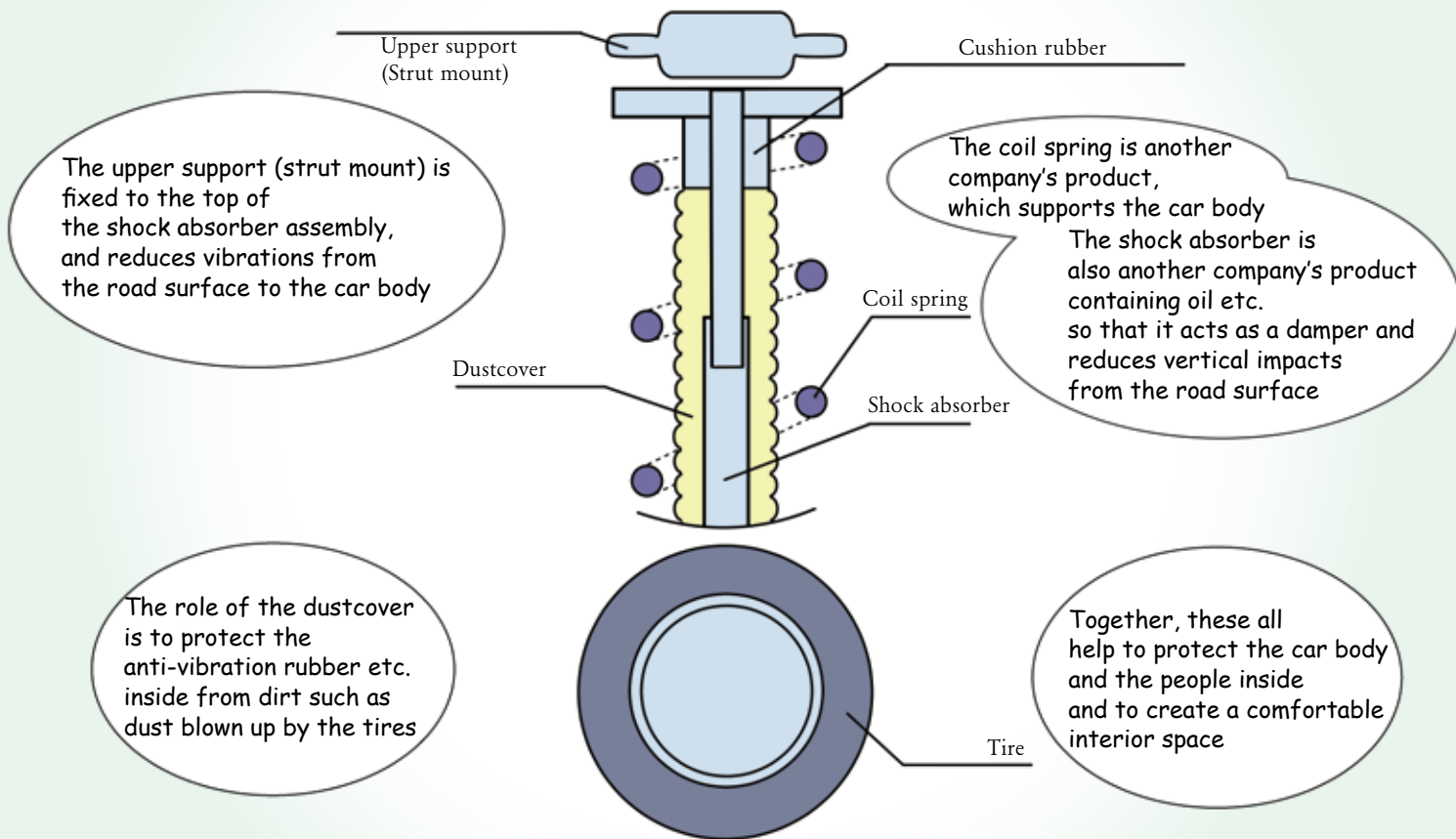
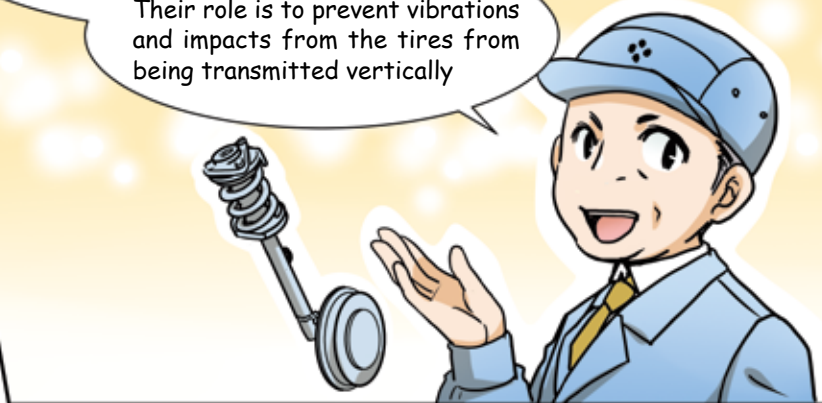
They could not be connected to other car parts if they were made of rubber only. This technology (adhesion) is a vital part of our company's knowhow





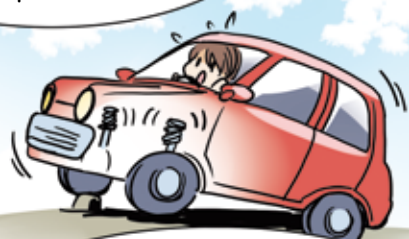
Anti-vibration rubbers are used in shock absorber assemblies too

Their role is to prevent vibrations and impacts from the tires from being transmitted vertically



Normally they doesn't help much,

but when the tires rise more than usual due to an uneven road surface, for example,



the cushion rubbers reduce the impact on the car body

