

April 2, 2019

Sumitomo Riko to Exhibit at Auto Shanghai 2019

~ Promoting products and technologies for NEVs and
next-generation vehicles in China ~

Sumitomo Riko Company Limited (Headquarters: Nakamura-ku, Nagoya-shi; President & CEO: Tetsu Matsui) will exhibit at Auto Shanghai 2019, which is being held from Tuesday, April 16 at the National Exhibition and Convention Center in Shanghai, China. This will be the second time that the Sumitomo Riko Group is participating independently at this trade show.



More than 28 million new vehicles were sold in China in 2018, making it the largest automobile market in the world. Demand for new energy vehicles (NEVs¹) has been steadily rising in the Chinese market. NEV sales in 2018 reached approximately 1.2 million units, a year-on-year increase of about 60%. Although NEVs currently account for only a few percent of all new vehicles, this figure is expected to exceed 30% by 2030 due to the impact of various subsidy schemes and NEV regulations. This field is therefore likely to become an extremely important market from a global perspective.

¹ NEV: New energy vehicles being promoted by the Chinese government, including EVs (electric vehicles), PHVs/PHEVs (plug-in hybrid vehicles), and FCVs (fuel cell vehicles).

At this trade show we will introduce a wide lineup of automotive applications including products for electric vehicles (EVs) and other kinds of NEV like fuel cell vehicles (FCVs). Sumitomo Riko components are compliant with environmental regulations and contributing to the comfort and safety of cars of the future by using advanced technologies.

<Outline of Exhibition>

Exhibition name	Auto Shanghai 2019
Date	Tuesday, April 16 – Thursday, April 25
Venue	National Exhibition and Convention Center (Shanghai, China)
Booth area	Hall 6.2, 6BC070

<Overview of Exhibited Products>

>>Motor Mounts for next-generation automobiles

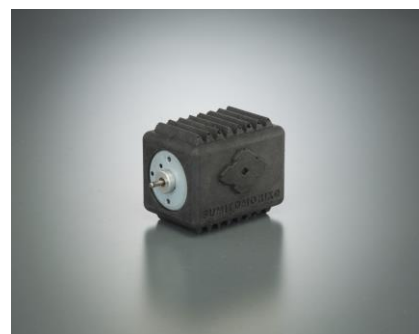
Our Group is already providing motor mounts for NEVs that use an electric motor, such as EVs, PHVs/PHEVs and FCVs. While supporting the motor, these parts reduce high-frequency vibrations and unpleasant noise, which differ from those of an internal combustion engine, and improve the ride comfort. They have a proven performance in Japan, China and all Western markets wide range of vehicles from small city cars up to the luxury segment.



Motor mounts installed in the Mirai, Toyota’s FCV

>> MIF (Magnetic Induction Foaming) heat dissipating soundproof material

This is the first heat dissipating soundproof sponge (polyurethane foam) in the world. Thermally conductive particles are added to polyurethane, which is then foam molded in a magnetic field so that the particles link and form paths along which heat can pass. This realizes a thermal performance that is 20 to 100 times more efficient than that of ordinary polyurethane foam. MIF helps to control noise and heat in electrical vehicles such as EVs and PHVs which contain many heat-emitting electronic components and in-vehicle electrical equipment.



>> Vital sensing with SR sensors

Our company's proprietary Smart Rubber (SR) sensors, made from all rubber, are intended for use in a driver monitoring system that detects the driver's vital data such as pulse and respiration. From this detected data the driver's condition can be evaluated such as fatigue, falling asleep, signs of a sudden illness, etc. This can be linked to services such as issuing warnings, activating a driving assistance system, sending external notifications, etc.

At this trade show, we will exhibit a special chair with built-in SR sensors to detect the vital data of someone who just sits in it. Visitors to our booth will be able to try it out for themselves.



SR sensors are installed in the seat of a chair

<Sumitomo Riko Group's business strategy in China>

The Sumitomo Riko Group is expanding global sales by leveraging the development and production network in five centers around the world. In the 2022 Sumitomo Riko Group Vision, sales to overseas customers is planned to reach 25% of the groups ¥430 billion sales target in the automotive field by FY 2022.

China, the world's largest automobile market, is one of the most important areas for our Group. Our 12 production bases and development sites throughout China will be supported by our new Automotive Products China Sales Headquarters established in April 2019. This new structure will strengthen our sales expansion activities aimed at all automobile manufacturers with bases in China, but particularly Chinese automobile manufacturers.

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 field of "Automotive (Mobility)", we manufacture anti-vibration rubber parts, in which we have a leading global share, as well as rubber and resin hoses, 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 "Infrastructure and Housing environment", "Electronics", and "Healthcare". Utilizing our global network of 106 bases in 23 countries, we aim to be a "Global Excellent Manufacturing Company" that contributes to the safety, comfort, and environment of people worldwide.

Contact Information

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