

Showa at EICMA 2016

Showa Corporation, a global leader in the development and production of components for motor vehicles, will exhibit at EICMA 2016 in Milan*, the world's biggest motorcycle show.

* Press days: November 8–9, 2016; Public days: November 10–13, 2016

Drawing on feedback of the knowhow that has been cultivated through its involvement with the pinnacle of world motorsports (MotoGP, FIM Superbike World Championship, the Dakar, Motocross World Championship), Showa's Motorcycle Parts Division develops and produces a range of Front Forks and Rear Cushions, which are supplied to the best motorcycle manufacturers around the world.

Following the release of new technology at our first appearance in the Milan Show in 2014, we introduced in 2015 the "BFF™ Premium Upgrade Kit" and "BFRC-lite™ Premium Upgrade Kit", the suspension kits for sport motorcycle models boasting top performance and durability in public road riding, which would be the first among the optional parts to be launched. Commercial sales of these products started in July 2016 in Japan, and in August 2016 in Europe.*

* Sales agents: K-Tech Suspension Ltd of the UK in Europe; SPK Corporation in Japan

New optional parts models exhibited this year will include the "A-Kit" and the "Premium Upgrade Kit" for off-road, which have been developed for the tough racing conditions in the Motocross World Championship and the Dakar and cultivated for expert riders' use in our R&D center. Also on exhibit will be our electronically controlled dampers that incorporate Showa's unique and very advanced technologies.

Showa executives and engineers will be present in Milan to welcome all media representatives and motorcycle enthusiasts, and to explain the company's newest products and technologies.

We kindly invite you to visit us at our booth M30 in Hall 14.



Hall 14 Booth M30

<For further inquiries, please contact the following.>

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<For coverage of SHOWA's booth or interviewing our engineers at EICMA, please contact the following>

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