

Showa at IAA 2017

Showa Corporation, a global leader in the development and production of components for motor vehicles, will exhibit at the International Motor Show IAA 2017 held in Frankfurt, Germany. (Press days: September 12 -13; Trade days: September 14-15, 2017)

In order to offer our users “the best ride comfort and vehicle handling”, Showa is always committed to developing new technologies for better vehicle performance by taking the correlation between the vehicle’s behavior and component-level performance. We are currently developing and producing systems and modules, mainly shock absorbers and power-steering systems, that affect the driving feel, and supply them to major automobile makers.

This is our second time in participating in the IAA since our first participation in 2015. With our theme for this year being “Performance. Pleasure. Progress.”, our main display will be the “coordinated control between the steering system and suspension”, which is a control technology that combines the electric power steering technology, typified by “DPA-EPS®”, and the electronically controlled damper technology “IECAS®”. We will also be introducing new products/technologies, including advanced electronically controlled dampers for autonomous driving and electric vehicle applications and the damper weight reduction technology.

We kindly invite you to visit us at our booth C13 in Hall 4.1.



Hall 4.1 / C13

<For further inquiries, please contact the following>

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

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