

October 13, 2017

Showa at EICMA 2017

Showa Corporation, a global leader in the development and production of components for motor vehicles, will exhibit at EICMA 2017 in Milan*, the world's biggest motorcycle show. *Press days: November 7-8, 2017; Public days: November 9-12, 2017

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.

Since our first EICMA appearance in 2014, we have continuously introduced our latest technologies and products, including the launch of optional parts for individual private customers and the exhibition of our Showa-original advanced technologies.

Our exhibit this year will include a motorcycle equipped with electronic control technology for you to experience the feel; including components with electronically controlled variable damping force "SHOWA EERA™ Balance Free Damping Force", the first of the "SHOWA EERA™ (Electronically Equipped Ride Adjustment)" series released in May of this year.

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 A54 in Hall 13.



For further inquiries, please contact:

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