

Press Information

November 7, 2017

Announcing mass production of the first product for the SHOWA EERA™ series at
EICMA 2017

First use on a mass production model: Kawasaki Ninja ZX-10R



Showa Corporation starts mass production of the “SHOWA EERA™ series (Electronically Equipped Ride Adjustment)”. The first product of this series is “SHOWA EERA™ Balance Free Damping Force”. It features advanced electronic control technology for motorcycles. Additionally, other electronic control technology products from the series are introduced at EICMA 2017.

Showa will also announce its plan for launching in December 2017 the “GP series A-Kit” optional parts, first introduced in autumn of 2016 and further refined through use in the American Motorcyclist Association (AMA) Motocross Championship.

Drawing on feedback of the knowhow that has been cultivated through its involvement with the pinnacle of world motorsports (FIM Superbike World Championship “WSBK”, the Dakar Rally, and Motocross World Championship “MXGP”), Showa’s motorcycle components sections have developed and produced wide-ranging front forks and rear cushions, which are supplied to major motorcycle manufacturers around the world.

Regarding the “SHOWA EERA™ Balance Free Damping Force” on display at EICMA 2017 starting today, Showa has developed a new electronically-controlled hydraulic valve for the damper for motorcycles, which achieves superior controllability and ride. The electronically-controlled hydraulic valve has been added to the area generating damping force, enabling electronic control of the existing, conventional damper while retaining its excellent basic performance. First use on a mass production model is for Kawasaki Ninja ZX-10R.

Showa is also presenting new components for motocross bikes. Incorporated into these new optional parts for motocross riding are Showa’s original technologies of friction-reducing “Emerald Coating”^{*1} and “Dimplush™”^{*2} with micro surface texturing, which both enhance operational performance. Based on the exhibit theme of “Performance. Pleasure. Progress.”, on display at EICMA 2017 are the above-mentioned elemental technologies, various products incorporating Showa’s original and cutting-edge technologies, and the championship-winning machine in WSBK racing, a motocross machine, and a machine to give first-hand experience to visitors of how it actually feels on an EERA-equipped motorcycle. On the basis of its original technologies, Showa will continue to actively launch more products with even more remarkable features.

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Notes:

***1: "Emerald Coating"**

The world's first thin film forming technology of this type, that is Showa's original technology. A multi-layer titanium-based coating that produces an emerald color (first released at EICMA 2016)

***2: "Dimplush™"**

Surface texturing technology that improves the lubrication state of the sliding surface by using micro geometric shapes (first released at EICMA 2016)

Exhibit theme

Performance. Pleasure. Progress.

To guarantee "Traveling in full comfort and fun" for its customers, Showa has consistently focused on offering superior performance in developing its technologies. Based on the theme of "Performance. Pleasure. Progress.", Showa's exhibit at EICMA 2017 will again showcase its products with the performance concept of "Bringing you the ultimate comfort and fun" that characterizes all Showa products.

Outline of the products and technologies

"SHOWA EERA™ Balance Free Damping Force" for Kawasaki Ninja ZX-10R

[Product characteristics]

Showa has developed a new electronically-controlled hydraulic valve designed exclusively for motorcycles to achieve superior controllability and ride.

The electronically-controlled hydraulic valve has been added to the area generating damping force, enabling electronic control of the existing, conventional damper while retaining its excellent basic performance. This helps dispel any sense of awkwardness on the rider's part when making a quick turn in the on-road mode, ensuring excellent ride overall.

Showa has also developed on its own the ECU for control and the logic and the software program to ensure appropriate control.

"GP series A-Kit for Honda CRF250R / 450R"

The suspension kit used in races of The AMA Motocross Championship series launched

[Product characteristics]

Showa's cutting-edge technologies of "Dimplush™" and "Emerald Coating" have been incorporated into the suspension kit product.

The commercially available Honda motocrossers CRF250R/450R use Showa's suspension

system, drawing on feedback of the technologies that have been proven through racing, to the production models to ensure an improved riding performance.

The suspension kit launched now is the actual suspension kit that is used in the AMA Motocross Championship races.

The front fork uses a large-diameter pipe with the inner tube diameter of 49 mm. “Emerald Coating” is applied to the inner tube, while the inner surface of the outer tube is processed by “Dimplush™” to create exclusive damping characteristics for this suspension kit. The axle holder shape has been optimized to enhance the design characteristics, as well as achieving weight reduction.

The rear cushion rod diameter has been enlarged from 16 mm for the commercially available model to 18 mm, increasing the amount of oil travelling with strokes to enhance damping force responsiveness. The rod is treated with “Emerald Coating” to increase operational performance. For a higher-grade appearance and quality as a product, the spring is painted with the Premium Red color, and the damper case is made in two pieces, with this two-piece structure also contributing to weight reduction.

[Product rollout plans]

- Launch in December 2017 planned
- Sales agents: [Europe] K-Tech Suspension Ltd (U.K.); Genuine Parts Company Europe (Spain); [Japan and Asia] SPK Corporation

Other machines and products on display at the Showa booth

- Honda CRF1000L Africa Twin equipped with “SHOWA EERA™” for letting visitors experience the feeling of different settings. The damping force for the front fork and rear cushion and the vehicle height for rear cushion are adjustable by remote control, through a wireless connection between the bike and a tablet computer.
- Kawasaki Ninja ZX-10R (2017 WSBK championship winning machine) equipped with “BFF™” and “BFRC-lite™”
- Honda CFR250R equipped with “GP series A-Kit”