

Showa at Automotive Engineering Exposition 2018 Yokohama

Showa Corporation (Headquarters: Gyoda, Saitama Prefecture/President: Nobuyuki Sugiyama), a global leader in the development and production of components for motor vehicles, will exhibit at the Automotive Engineering Exposition 2018 Yokohama (from May 23-25, 2018).

Showa is committed to developing performance-focused technologies to offer “the best ride comfort and vehicle handling” to our end users. With our theme being “Performance. Pleasure. Progress.”, we are happy to introduce our latest achievements in the development of electronic control technologies, including coordinated controls of steering and shock-absorber systems for automobiles and variable damping controls for motorcycles, and element technologies that will support further developments.



Booth No. 376

Outline of our exhibits

[For automobiles]

Steering-Suspension Coordinated Control

Following last year's display at this Exposition, Showa will showcase the Steering-Suspension Coordinated Control, which is a control technology that combines the power steering technology typified by “DPA-EPS®” and the electronically controlled damper technology “IECAS®”. The advanced technologies unique to Showa, which has experience in both electric power steering and electronically controlled shock absorbers, will be presented in the latest videos.

[For motorcycles]

Electronic-control technologies for motorcycles

While motorcycles become more intelligent and have higher performance, for putting into practice the feed-forward control that has significantly advanced from the conventional feedback control, Showa announced the launch of a series of electronic-control technology for motorcycles named SHOWA EERA®, and unveiled SHOWA EERA® Balance Free Damping Force, the first in the series, which is an electronically controlled variable damper for motorcycles, at last year's Automotive Engineering Exposition. This year, we will demonstrate “SHOWA EERA® Steering” and “SHOWA EERA® Ride Height” as an overview of our subsequent and latest development of the SHOWA EERA® series.

Moreover, there will be videos on our study of autonomous driving technology and the fundamental research on automobile shock absorbers such as Gen-2 S-SEES® and the Evolution of SFRD®, as well as a display on various light-weight technologies for motorcycles and automobiles to introduce Showa's element technologies.

We kindly invite you to visit us at our booth to have a look at the lineup of Showa's latest technologies and to meet our development engineers for lively discussions.

Automotive Engineering Exposition 2018 Yokohama

Sponsored by Society of Automotive Engineers of Japan, Inc.

Dates: Wednesday, May 23 - Friday, May 25, 2018

10 am to 6 pm*

*5 pm on Friday, May 25.

Venue: Exhibition Hall, PACIFICO Yokohama

1-1-1, Minatomirai, Nishi-ku, Yokohama-shi, Kanagawa Prefecture

220-0012

Entrance: Free of charge

What is the "Automotive Engineering Exposition"?

Automotive Engineering Exposition: This is an exposition specialized in automotive technologies for engineers and researchers active at the forefront of the automotive industry.

Visitors: Design/research/testing/development engineers and researchers of automotive, parts, and vehicle body manufacturers
Production engineering and quality management/technical management/purchasing staff, engineers and researchers of public research institutes.
Automotive periphery firm employees involved in engineering, university/vocational school/technical high school teachers and students

* Please register first in the press room at the Automotive Engineering Exposition 2018. Yokohama.

[For further inquiries, please contact the following.]

Katsutoshi Arakawa

Corporate Administration and Communication Department, General Affairs Division

SHOWA CORPORATION

TEL: +81-48-554-8170 FAX: +81-48-550-1064

[For coverage of SHOWA's booth or interviewing our engineers, please contact the following.]

Attn: Tsujimoto / Matsumoto, OZMA Inc.

TEL: +81-3-4531-0202 FAX: +81-3-5226-6410

During the exposition: +81-80-5896-5916 (Matsumoto)