

Showa at EICMA 2018

Showa Corporation, a global leader in the development and production of components for motor vehicles, will exhibit at EICMA 2018 in Milan*, the world's biggest motorcycle show.

*Press days: November 6-7, 2018; Public days: November 8-11, 2018

Reflecting on feedback of knowhow obtained through involvement with the world's pinnacle of motorsports (FIM Superbike World Championship, the Dakar, Motocross World Championship, FIM Endurance World Championship), Showa's motorcycle division develops and produces a wide range of Front Forks and Rear Cushions, which are supplied to all premium motorcycle manufacturers across the globe.

Since our first appearance in 2014, we have continuously introduced at EICMA our leading-edge technologies and products, through the launch of optional parts for public customers and the exhibition of our Showa-original advanced technologies and products.

EICMA 2018, Showa will showcase our latest electronic control technology for motorcycles from the "SHOWA EERA® (Electronically Equipped Ride Adjustment)" series. Demo motorcycle equipped with "SHOWA EERA®" system will be on display for visitors to experience the advanced technology.

Furthermore, in addition to presenting Showa's mass production technology we will also showcase our production & option parts line-up. Our display will also include racing machines equipped with Showa technology and products.

We kindly invite you to visit us at our booth in EICMA.



Hall 13 Booth A54

For further inquiries, please contact:

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