

Press Information

November 6, 2018

Announcing new technology of the SHOWA EERA® Series at EICMA 2018

Enhancing the lineup of electronically-controlled products with two Showa original technologies:
steering damper and vehicle height adjustment

Showa Corporation has announced the SHOWA EERA® Steering and SHOWA EERA® HEIGHTFLEX as the latest additions to the SHOWA EERA® (Electronically Equipped Ride Adjustment) series, the lineup of motorcycle electronic control technologies, at EICMA 2018 in Milan, Italy, the world's biggest motorcycle show.

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

Reflecting on feedback of the knowhow obtained through its involvement with the world's pinnacle of motorsports WSBK (FIM Superbike World Championship), the Dakar, Motocross World Championship, EWC (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.

At EICMA 2017, Showa announced the launch of the first mass production model of the SHOWA EERA® series, electronically-controlled variable damper SHOWA EERA® Balance Free Damping Force for Kawasaki Ninja ZX-10R SE.

Showa's latest technology will be on display at EICMA 2018 starting today as subsequent new electronic control technologies for the SHOWA EERA® series. They are both Showa's original applications based on the electronically-controlled hydraulic valve of SHOWA EERA® Balance Free Damping Force.

The electronically-controlled steering damper, SHOWA EERA® Steering, adapts the damping force generating mechanism having electronically-controlled hydraulic valves capable of step-less control, realizing quick responsiveness and a wide range of variable damping characteristics. SHOWA EERA® HEIGHTFLEX is the world's first electronically-controlled vehicle height adjustment technology which combines a self-pumping function and an electronically-controlled hydraulic valve designed to control oil supply.

At EICMA 2018, in addition there will be a demo for visitors to experience the feel of the new technologies, WSBK and EWC championship winning machines equipped with Showa products, optional parts with Showa's original technologies and lineups of various products are showcased around the theme of "Performance. Pleasure. Progress.". Showa will proactively reinforce our products based on our unique technologies.

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Exhibit Theme

Performance. Pleasure. Progress.

To guarantee “Riding in full comfort and fun” for its customers, Showa has consistently focused on offering superior performance in developing its technology. Based on the theme of “Performance. Pleasure. Progress.”, Showa’s exhibit at EICMA 2018 will again showcase its products with the performance concept of “Bringing you the ultimate comfort and fun” that characterizes all Showa products.

Outline of Technologies

SHOWA EERA® Steering

Electronically-controlled steering damper that has achieved high responsiveness and wide range of variable damping force.

[Technical characteristics]

SHOWA EERA® Steering uses the same electronically controlled hydraulic valve structure as the SHOWA EERA® Balance Free Damping Force in its mechanism that generates damping force to realize quick responsiveness and a wide range of variable damping characteristics. In addition to disturbance control effect, steering characteristics are also improved for better handling stability for both on-road and off-road applications. Furthermore, the SHOWA EERA® Steering uses both vehicle speed information and IMU information to accurately detect vehicle state, thus offers superior steering stability.

We have completed the evaluation of the SHOWA EERA® Steering on basic function and are ready to move on to a product development stage to meet the needs of motorcycle manufacturers. In 2018 EICMA, we have a demo machine ready for the visitors to experience how the damping force is changed by a button operation and how the steering feels.

SHOWA EERA® HEIGHTFLEX

Electronically-controlled motorcycle height adjustment technology adaptable to any models.

[Technical characteristics]

SHOWA EERA® HEIGHTFLEX has been developed to satisfy two conflicting elements that a high motorcycle like adventure models always face: good travel performance on rough roads and easier reach to the ground. It is the world’s first electronically-controlled motorcycle height adjustment technology, which combines the self-pumping function and the electronically-controlled hydraulic valve that controls

oil supply. When the vehicle comes to a stop, the vehicle seat height is automatically lowered to make it easier for the rider to reach to the ground. During travelling, the vehicle posture is automatically optimized regardless of the weight of the rider or load capacity. With no motor used, the product is light, compact, power saving and very competitive. The SHOWA EERA® HEIGHTFLEX adapts well with adventure and touring models, however, can also be fitted to other models.

A demo machine mounted to a Honda CRF1000L Africa Twin is exhibited at EICMA 2018 for the visitors to experience the feel of this technology.

*Please refer to the separate technical documents for details.

Additional machines, technologies, and products on display at Showa booth

[Machines]

- Kawasaki Ninja ZX-10R (2018 WSBK series championship winning machine) equipped with BFF™ and BFRC-lite®
- Honda CBR1000RR SP2 (2017-2018 EWC championship winning machine) equipped with BFF™ and BFRC-lite®
- KTM 450SX-F equipped with GP Series A-Kit

[Exhibited products and technologies]

Mass production technologies

- SHOWA EERA® Balance Free Damping Force BFF™/BFRC-lite® for Kawasaki Ninja ZX-10R SE
- SHOWA EERA® Cartridge Damping Force for Kawasaki VERSYS 1000 SE / Ninja H2 SX SE+

Optional parts

- GP Series A-Kit for KTM450SX-F
- BFF™ Premium Upgrade Kit / BFRC-lite® Premium Upgrade Kit for Kawasaki Ninja ZX-10R

Other race technologies and mass production lineups are also among the exhibits.