

## Showa at Automotive Engineering Exposition 2019 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 2019 Yokohama (from May 22 - 24, 2019).

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 the coordinated controls of steering and shock-absorber systems for automobiles, as well as the world’s first technology that we have developed as a part of the series of the electronic-control technology for motorcycles, the “SHOWA EERA®”.



Booth No.: 341

### 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 electrically controlled damper technology “IECAS®”. Turning feel enhanced by logic evolution and advancement of technologies that have improved stability will be shown on video.

[For Motorcycles]

#### **Electronic-control technologies for motorcycles**

After unveiling the electronically controlled variable damper for motorcycles named “SHOWA EERA® Balance Free Damping Force” as the first in the “SHOWA EERA®” series, Showa announced in EICMA 2018 the launch of “SHOWA EERA® HEIGHTFLEX®” as the second addition to the series of the electronically controlled technology for motorcycles. It 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. “SHOWA EERA® HEIGHTFLEX®” will make its first public debut in Japan in this exposition.

On top of presentation on these technologies, Showa will show a video to introduce progress of our researches on Level 4-equivalent autonomous driving technology that involves the use of the newest system, in addition to the direction of “feel technologies” to actualize the sensory performance Showa is assiduous in anticipation of the CASE times. Visitors can also experience through a simulator our “Steer-By-Wire System (SBWS®)” currently under development.

We kindly invite you to take this opportunity during the exposition to visit us at our booth to meet our automobile and motorcycle development engineers for lively discussions, where you can also take a look at displays and videos about our latest technologies and products and experience simulators.

#### Automotive Engineering Exposition 2019 Yokohama

Sponsored by Society of Automotive Engineers of Japan, Inc.

Dates: Wednesday, May 22 - Friday, May 24, 2019

10 am to 6 pm\*

\*5 pm on Friday, May 24.

Venue: Exhibition Hall, PACIFICO Yokohama

1-1-1, Minatomirai, Nishi-ku, Yokohama-shi Kanagawa Prefecture 220-0012

Admission: Free of charge

#### What is the Automotive Engineering Exposition?

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

Visitors: Design/research/test/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 2019 Yokohama.

[For further inquiries, please contact the following]

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

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