

# News Release

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## Hitachi Automotive Systems Moves into the Fast Lane with 2016 North American International Auto Show Official Sponsorship

**Detroit, Michigan, December 7, 2015** --- Hitachi Automotive Systems Americas, Inc. has announced the company's Official Sponsorship of the 2016 North American International Auto Show (NAIAS), to be held at Cobo Center in Detroit, Michigan in the United States from Monday, January 11<sup>th</sup> to Sunday, January 24<sup>th</sup>.

In 2015, NAIAS attendance reached 808,775 – a 12-year high. As Hitachi Automotive Systems Americas prepares for its second year at the show, the company will leverage that positive momentum and continue to build awareness of its brand and wide range of environment, safety and chassis products.

Hitachi Automotive Systems Americas is once again collaborating with its partner, the Chevrolet Detroit Belle Isle Grand Prix, a non-profit organization that hosts the area's largest annual racing event on Detroit's beautiful Belle Isle Park. Hitachi employees will work alongside Grand Prix volunteers and street team members at the company's concourse display to promote both brands, expanding public knowledge of Hitachi's products and helping race fans purchase tickets for the Chevrolet Detroit Belle Isle Grand Prix, which will be held on June 3-5, 2016. During Preview Week, NAIAS visitors will see the Hitachi Chevrolet Detroit Belle Isle Grand Prix Indy car and have a chance to meet Team Penske Verizon IndyCar Series driver Helio Castroneves, a three-time winner of the Indianapolis 500, on Thursday, January 14<sup>th</sup>. During the Public Show, the company will display the No. 3 Hitachi Team Penske Dallara/Chevrolet with its game-changing new aero kit design that was introduced at the start of the 2015 Verizon IndyCar Series season.



(Top) Chevrolet Detroit Belle Isle Grand Prix show car, (bottom) No. 3 Hitachi Team Penske Dallara/Chevrolet and three-time Indianapolis 500 champion, Helio Castroneves.

For Hitachi Automotive Systems Americas HR Director Rick Currie, the NAIAS is a valuable opportunity to connect with talented engineers. "Our participation has really helped us promote our technology and the Hitachi Brand," Currie said. Employment inquiries spiked dramatically after the 2015 show and the company will continue to drive NAIAS visitors to its recruiting portal: [GreatEngineeringCareers.com](http://GreatEngineeringCareers.com). "We're looking forward to another successful year and to letting potential employees know what our great company has to offer," added Currie.

Hitachi Automotive Systems Americas Vice President of Sales Rob Sharpe is excited to engage the company's partners during the auto show. In addition to a local partnership with the Grand Prix, the company provides key fuel-injection components for all Chevrolet engines used in the Verizon IndyCar Series and sponsors the No. 3 Hitachi Team Penske Dallara/Chevrolet, driven by Castroneves. Sharpe added, "We value these partnerships, and we're proud to be a small part of their successes -- both on and off the racetrack."

#### **ABOUT CHEVROLET DETROIT BELLE ISLE GRAND PRIX**

The Chevrolet Detroit Belle Isle Grand Prix is a 501(c)3 organization and a subsidiary of the Downtown Detroit Partnership. Scheduled for June 3-5, 2016, the event will include the Chevrolet Dual in Detroit presented by Quicken Loans featuring cars of the Verizon IndyCar Series, the Chevrolet Sports Car Classic presented by the Metro Detroit Chevy Dealers with the sports cars of the IMSA WeatherTech SportsCar Championship and the high-flying trucks of the SPEED Energy Formula Off-Road presented by Traxxas. Partners for the 2016 Grand Prix include General Motors, Quicken Loans and MotorCity Casino Hotel. For more information, visit [www.DetroitGP.com](http://www.DetroitGP.com) and follow our social media pages at [www.facebook.com/detroitgp](http://www.facebook.com/detroitgp), [www.twitter.com/detroitgp](http://www.twitter.com/detroitgp) and [www.instagram.com/detroitgp](http://www.instagram.com/detroitgp).

#### **ABOUT HITACHI AUTOMOTIVE SYSTEMS AMERICAS, INC.**

Hitachi Automotive Systems Americas, Inc. provides regional leadership in the Americas within the global operations of Hitachi Automotive Systems, Ltd. The company manufactures, remanufactures and markets a wide range of automotive systems including engine management systems, electric power train systems, drive control systems and car information systems for all major automotive original equipment manufacturers and aftermarket customers worldwide. Hitachi Automotive Systems Americas, Inc. has sites throughout North America with sales and engineering in Michigan, its headquarters and manufacturing facility in Kentucky, and additional sales and manufacturing facilities in Kentucky, Georgia, California and Mexico. Hitachi Automotive Systems, Ltd. is a wholly owned subsidiary of Hitachi, Ltd., headquartered in Tokyo, Japan. Hitachi Automotive Systems Americas, Inc. is a subsidiary of Hitachi America, Ltd. For more information, please visit [www.hitachi-automotive.us](http://www.hitachi-automotive.us).

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