

News Release

FOR IMMEDIATE RELEASE

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Hitachi Automotive Systems Americas Announces to Exhibit for the First Time at the North American International Auto Show (NAIAS), One of the Largest Auto Shows in the World

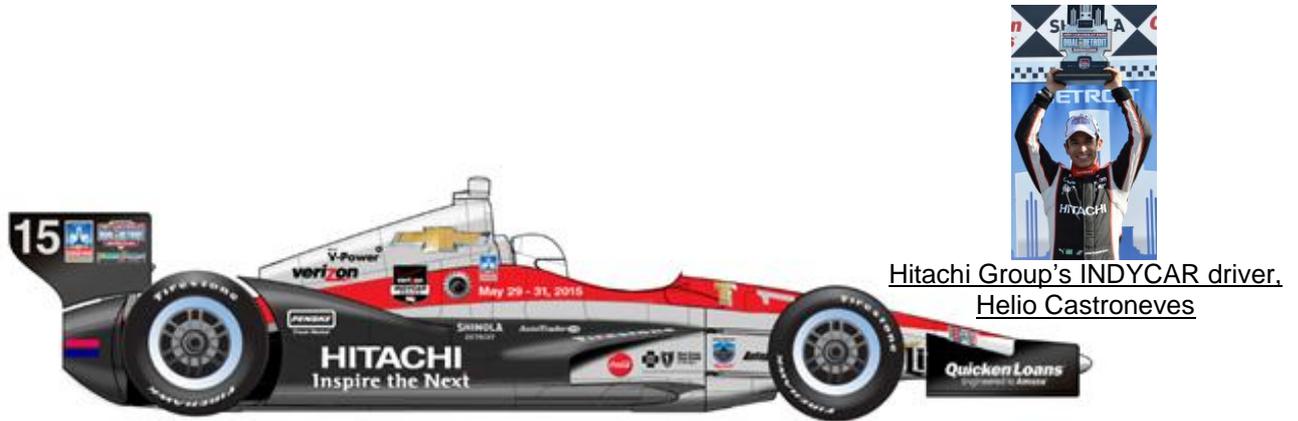
Detroit, Michigan, January 5, 2015 ---Hitachi Automotive Systems Americas, Inc., today announced that the company will feature an exhibit for the first time at one of the largest auto shows in the world, the North American International Auto Show (NAIAS), to be held at Cobo Center in Detroit, Michigan in the United States from Monday, January 12th to Sunday, January 25th.

Over 800,000 ticketed attendees visited the NAIAS in 2014, and with that in mind, Hitachi Automotive Systems Americas aims to capture the attention of the American public with a bold display on the show concourse. This being Hitachi's first NAIAS, Hitachi Automotive Systems Americas wants to familiarize Americans with its brand and the products that are already in their vehicles, such as engine and transmission controllers, high pressure fuel systems, and electronically controlled suspension and braking systems. Hitachi Automotive Systems will be showing images and videos of its products and North American locations in the booth.

Hitachi Automotive Systems Americas envisions that bringing Hitachi's innovative products, global talent and rich culture to the NAIAS in Detroit with a strong focus on its North American business operations in Michigan, Kentucky, Georgia and Mexico will have NAIAS visitors, industry followers and customers recognize Hitachi's contributions to the automotive industry, as well as its impact in communities throughout North America.

Hitachi Automotive Systems Americas will be displaying the Hitachi Chevrolet Detroit Belle Isle Grand Prix IndyCar as well on the show concourse. The car will help illustrate the collaboration with the Chevrolet Detroit Belle Isle Grand Prix, a non-profit event that features the popular area race at Detroit's Belle Isle Park, held

on May 29 to 31, 2015, since Hitachi Automotive Systems also provides the fuel-injection system for Team Penske Indy Cars and sponsors the No. 3 Hitachi Team Penske Chevrolet in the Verizon IndyCar Series.



Hitachi Group's INDYCAR driver,
Helio Castroneves

Hitachi Chevrolet Detroit Belle Isle Grand Prix IndyCar that will be displayed on the show concourse

■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 May 29-31, 2015, 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 TUDOR United SportsCar Championship, the high-performance production vehicles of the Pirelli World Challenge Series and the high-flying trucks of the SPEED Energy Formula Off-Road presented by Traxxas. Partners for the 2015 Grand Prix include General Motors, Quicken Loans and MotorCity Casino Hotel. For more information, visit www.DetroitGP.com and follow our social media pages at www.facebook.com/detroitgp and www.twitter.com/detroitgp.

■About Hitachi Automotive Systems Americas, Inc.

Hitachi Automotive Systems Americas, Inc., a subsidiary of Hitachi America, Ltd., 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, providing leadership within the global operations of Hitachi Automotive Systems, Ltd. as the regional headquarters in the Americas. The company is headquartered in Harrodsburg, KY. For more information, please visit www.hitachi-automotive.us.

■About Hitachi Automotive Systems, Ltd.

Hitachi Automotive Systems, Ltd. is a wholly owned subsidiary of Hitachi, Ltd., headquartered in Tokyo, Japan. The company is engaged in the development, manufacture, sales and services of automotive components, transportation related components, industrial machines and systems, and offers a wide range of automotive systems including engine management systems, electric power train systems, drive control systems and car information systems. For more information, please visit the company's website at <http://www.hitachi-automotive.co.jp/en/>.

■About Hitachi, Ltd.

Hitachi, Ltd. (TSE: 6501), headquartered in Tokyo, Japan, delivers innovations that answer society's challenges with our talented team and proven experience in global markets. The company's consolidated revenues for fiscal 2013 (ended March 31, 2014) totaled 9,616 billion yen (\$93.4 billion). Hitachi is focusing more than ever on the Social Innovation Business, which includes infrastructure systems, information & telecommunication systems, power systems, construction machinery, high functional materials & components, automotive systems, healthcare and others. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

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