

News Release

HITACHI
Inspire the Next

FOR IMMEDIATE RELEASE

Contacts:

Taryn Tardio

Hitachi Automotive Systems Americas, Inc.

310-343-7317

Taryn.Tardio@hitachi-automotive.us

**Hitachi Automotive Systems Americas, Inc. to Demonstrate Commitment
To Aftermarket Sector at 2012 AAPEX and SEMA Shows**

*--Company to Showcase How Products Meet Evolving Customer Needs and Celebrity
Appearance by Team Penske IndyCar Driver Helio Castroneves--*

CYPRESS, CA – October 24, 2012 – [Hitachi Automotive Systems Americas, Inc., Los Angeles](#) will be showcasing several new additions to its Aftermarket line at the Automotive Aftermarket Products Expo (AAPEX), being held at the Sands Expo Center in Las Vegas, Nevada from October 30 – November 1 at **Booth 5069**. [Clarion's](#) new [NextGATE](#) smartphone controller will also be featured. Products produced under the [TOKICO](#) brand can be seen at their booth (#24323) at the Specialty Equipment Market Association Show (SEMA) which is being held at the Las Vegas Convention Center during the same time period.

At this year's show, Hitachi will launch two new product lines, demonstrating its commitment to the Aftermarket sector and its promise to better serve the evolving needs of its customers that was articulated in its "Hello Change, Let's Innovate," marketing campaign introduced at AAPEX last year.

New products and innovations on display at the Hitachi booth this year include:

- Hitachi-branded, packaging with English, Spanish and French features for products
- **Sensors - new product launch**
 - New line of 73 part numbers covering more than 22 million vehicles in operation and approximately 650 applications
 - Pressure, revolution, crank and throttle sensors are all included in the lineup
- **High Pressure Fuel Pumps – new to the Aftermarket**
 - Promote a rise of fuel pressure from startup
 - Reduces current consumption

- Brake pads and steering rack and pinion products that will be available for purchase in 2013.
- Newly expanded catalog for North America
- Catalog for Mexico

At the booth, visitors will also be able to spend time at a newly created information station where they can view product offerings via an iPad application, “like” the company’s Facebook page, and provide feedback. Fred Pakshir, Vice President and General Manager of Hitachi Automotive Systems Americas, Inc., Los Angeles Office commented, “Hitachi is deeply committed and excited to have its products available directly to the Aftermarket. We want our customers to know that they can rely on receiving the same quality products in this sector that we provide as an Original Product Manufacturer.”

Celebrity Appearance by Helio Castroneves, driver for IndyCar Team Penske

Hitachi will feature a celebrity appearance by Team Penske IndyCar driver **Helio Castroneves**, a three-time Indianapolis 500 Champion, 2007 winner of ABC’s hit television show *Dancing with the Stars* and recent contender on the 2012 *All Stars* season.

On October 31, **Mr. Castroneves will sign autographs from:**

- **10 am – 12 pm at TOKICO Booth #24323 at the Specialty Equipment Market Association Show (SEMA) – Las Vegas Convention Center**
- **2:30 pm – 4:30 pm at the Hitachi Booth #5069 at the Automotive Aftermarket Products Expo (AAPEX) – Sands Expo Center**

Finishing fourth in the IndyCar standings this past season, Mr. Castroneves drove a Chevrolet-powered IndyCar that contained key components manufactured by Hitachi Automotive Systems, Ltd.

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 Hitachi Automotive Systems’ global operations as the regional headquarters in the Americas. The company is

*iPad is a registered trademark of Apple Inc. in the U.S. and other countries.

headquartered in Farmington Hills, MI. For more information, please visit www.hitachi-automotive.us.

About Hitachi America, Ltd.

Hitachi America, Ltd. headquartered in Tarrytown, New York, a subsidiary of Hitachi, Ltd., and its subsidiary companies offer a broad range of electronics, power and industrial equipment and services, automotive products and consumer electronics with operations throughout the Americas. For more information, visit www.hitachi-america.us. For more information on other Hitachi Group companies in the United States, please visit www.hitachi.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, is a leading global electronics company with approximately 320,000 employees worldwide. Fiscal 2011 (ended March 31, 2012) consolidated revenues totaled 9,665 billion yen (\$117.8 billion). Hitachi will focus more than ever on the Social Innovation Business, which includes information and telecommunication systems, power systems, environmental, industrial and transportation systems, and social and urban systems, as well as the sophisticated materials and key devices that support them. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.