

April 16, 2009

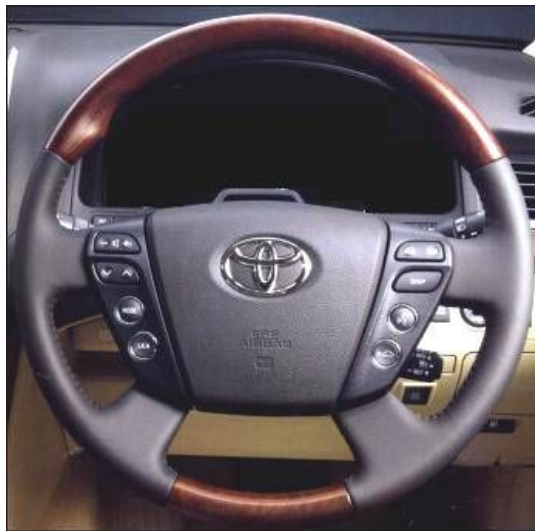
## **Tokai Rika Develops New type Steering Wheel and Automatic Shifter Knob**

Aichi, Japan, April 16, 2009 - Tokai Rika Co., Ltd. today announced that Tokai Rika and Kochi Prefectural Industrial Technology Center and Miroku Techno Wood Co., Ltd. developed new type Steering Wheel and Knob of Automatic Shifter. These new products convey feeling of genuine real wood.

The Steering Wheel and Automatic Shifter Knob are characterized as using real wood, which is impregnated with resin. Wood is hardened with special resin and become sturdy against moisture and scratch, meanwhile it leaves feeling and touch of wood. These products are made from experience of craftsman those who have engaged in real wood many years and the newest industrial technology. This is the world's first automotive interior parts to use this method.

The Steering Wheel and Automatic Shifter Knob are adopted to "Toyota Crown Majesta" which was released on March 26,2009 in Japanese market.

**【 Steering Wheel 】**



**【 Automatic Shifter Knob 】**



※ Steering Wheel Business is co-operated with Toyoda Gosei Co., Ltd.