

## **TOKAI RIKA to construct a new plant in Brazil, and relocate subsidiary**

Aichi, Japan – July 20, 2010 – Tokai Rika Co., Ltd. (Yuzo Ushiyama, President) has decided to construct a new plant for “TRBR INDUSTRIA E COMERCIO LTDA.”( hereinafter referred to as TRBR) which is our subsidiary in Brazil. The new plant will be constructed in Santa Barbara d’Oeste City, and TRBR will be relocated there from it’s current location in Pindamonhangaba City.

TRBR has been operating as a production base in South America since it’s establishment in June, 2001. As the car market in Brazil is expected to expand in the near future, we are preparing for an expansion of production and sales. We decided to gradually transfer production to a new factory due to the need for increased production capacity.

### < The descriptions of the new plant >

1. Location	Santa Barbara d’Oeste City, Sao Paulo State, Brazil
2. Construction finished	May 2011 (projected)
3. Start of production	July 2011 (projected)
4. Production	Multi-Function Switches, Power Window Switches, various Automotive Switches, Shift Levers, Wheel Covers, and Others
5. Investment	Approximately 35 million Brazilian real (Approximately 1.8 billion Japanese yen)
6. Employees	Approximately 100 persons (projected for 2013)
7. Area	Site area : Approximately 44,000 m <sup>2</sup> Building area : Approximately 8,100 m <sup>2</sup>

### < Profile of TRBR >

1. Establishment	June 25, 2001
2. Present location	Pindamonhangaba City, Sao Paulo State, Brazil
3. Ownership	100 percent owned by TOKAI RIKA CO.,LTD.
4. Present employees	Approximately 60 persons