

Establishment of New Company in Indonesia

Aichi, Japan – February 16, 2011 – TOKAI RIKA CO., LTD. (Yuzo Ushiyama, President) has decided to establish a new company in an Industrial Town in Bekasi, West Java Province, Jakarta, Republic of Indonesia.

The new company will be called “PT.TOKAI RIKA INDONESIA” and its establishment is planned for May 2011. This will be our first time to establish a company in Indonesia.

TOKAI RIKA established its first subsidiary for the ASEAN area in Thailand in 1994. Since then we have steadily expanded our business and “PT.TOKAI RIKA INDONESIA” will become our fifth subsidiary in the ASEAN area.

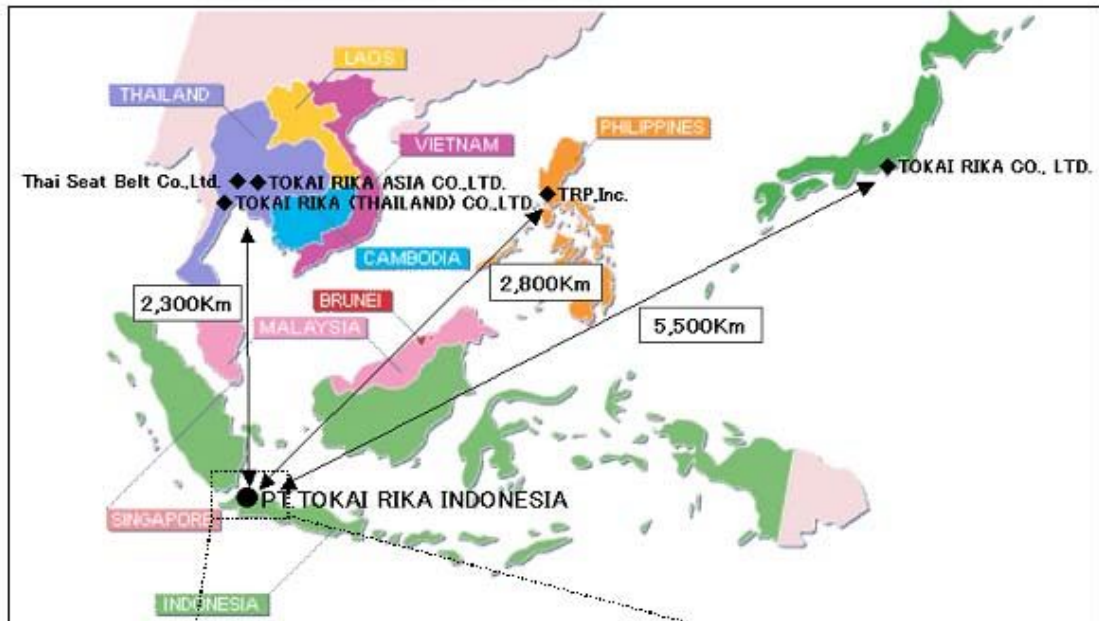
The purpose of establishing the new company in Indonesia is to support the needs of our customers actively and quickly in this country, where expansion of the car market is expected. We are aiming to establish a firm business foundation.

< The descriptions of the new company >

1.Name	PT.TOKAI RIKA INDONESIA
2.Establishment	May 2011 (projected)
3.Start of production	October 2011 (projected)
4.Location	MM2100 Industrial Town, Bekasi, West Java Province, Jakarta, Republic of Indonesia
5.Capital	Approximately 2.9 Billion Rupiahs (Approximately 27 Million Yen)
6.Ownership	TOKAI RIKA CO., LTD. 90%、 PT. TOYOTA TSUSHO INDONESIA 10%
7.President	Masashi Nakagawa [The present post : Project General Manager of General Planning Div.]
8.Production (Manufacturing & Sales)	Switch Products (Multi-Function Switches, Power Window Switches, Power Outer Mirror Switches, and Others) Security Products(Key Sets, Steering Lock Assemblies, and Others)
9.Target of sales	100 Billion Rupiahs (projected for 2012) (Approximately 900 Million Yen)
10.Investment	Approximately 2.5 Billion Rupiahs (Approximately 23 Million Yen)
11.Employees	Approximately 20 persons (projected for 2012)
12.Area of facilities	Approximately 1,000 m ²

※ 1 …Exchange rate as of February 15, 2011 : 107 Rupiahs = 1 Yen.

【Reference : Neighboring maps】



<Profile of PT. TOYOTA TSUSHO INDONESIA >

1. Establishment	April 2001
2. Location	Jakarta, Republic of Indonesia
3. Ownership	Toyota Tsusho Corporation 100%
4. Business description	General trading firm, storage and distribution business
5. Employees	195 persons