

## **Automobile Remote Key Picked as a JIDA Design Museum Selection**

January 23, 2017 — TOKAI RIKA CO., LTD. (Head Office: Oguchi-cho, Niwa-gun, Aichi, Japan. Kenji Miura, President) manufactures a remote key for automobiles that has been picked as part of the JIDA Design Museum Selection Vol. 18 sponsored by the Japan Industrial Designers' Association (JIDA). The award ceremony and commemorative forum were held on January 20 at the Axis Gallery in Minato Ward, Tokyo. This remote key was jointly designed with Toyota Motor Corporation, and this selection is a joint award for the two companies.

The purpose of the JIDA Design Museum Selection is to pick high-quality products whose industrial design benefits society, pass those products to future generations, and contribute to education, industry and everyday life on a cultural level. Our remote key for automobiles was one of the 47 products picked in 2016.

This product was highly rated for its sophisticated design supporting the sequence of actions involved in the driver pressing the switch while approaching the vehicle, opening the door, sitting down, inserting the key and turning it, as well as for giving form to that universal design concept that remains in use even as smart keys have taken over this role.

