

Expansion of Tokai Rika's Business Fields ▶▶▶

Our company will celebrate the 70th anniversary on August 30, 2018.

We have been developing and manufacturing a variety of products that have been treating people gently for 70 years.

We are working to develop manufacturing that will turn new delights between people and their vehicles into reality.

The founding spirit, "Do what other people don't do."

"With a switch I picked up..."

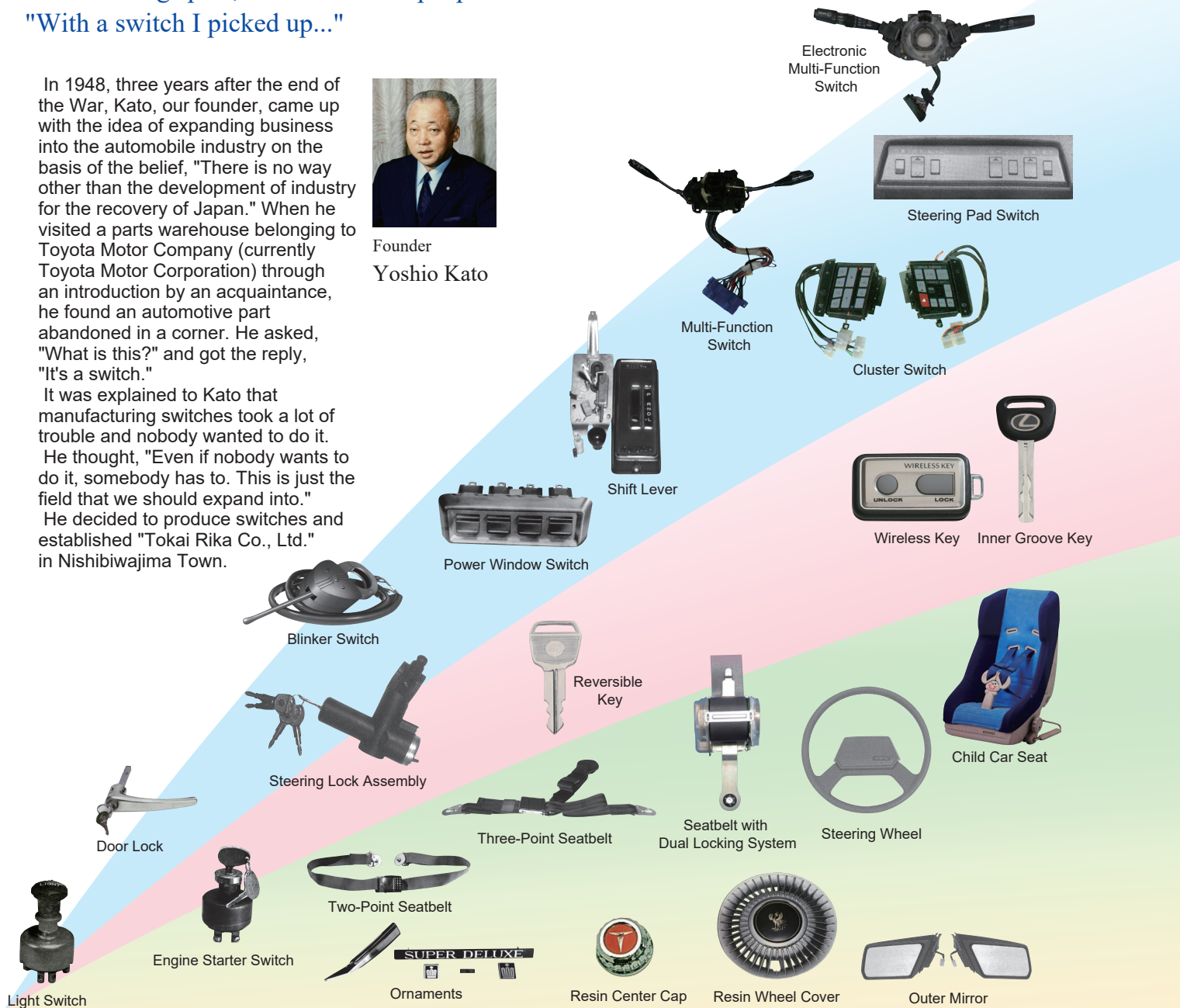
In 1948, three years after the end of the War, Kato, our founder, came up with the idea of expanding business into the automobile industry on the basis of the belief, "There is no way other than the development of industry for the recovery of Japan." When he visited a parts warehouse belonging to Toyota Motor Company (currently Toyota Motor Corporation) through an introduction by an acquaintance, he found an automotive part abandoned in a corner. He asked, "What is this?" and got the reply, "It's a switch."



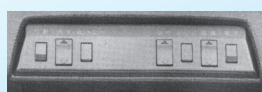
Founder
Yoshio Kato

It was explained to Kato that manufacturing switches took a lot of trouble and nobody wanted to do it. He thought, "Even if nobody wants to do it, somebody has to. This is just the field that we should expand into."

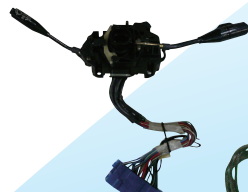
He decided to produce switches and established "Tokai Rika Co., Ltd." in Nishibiwajima Town.



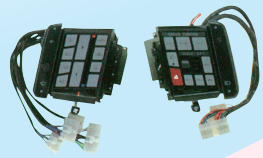
Electronic Multi-Function Switch



Steering Pad Switch



Multi-Function Switch



Cluster Switch



Shift Lever



Power Window Switch



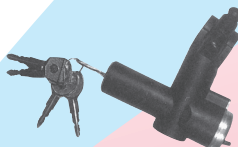
Wireless Key



Inner Groove Key



Blinker Switch



Steering Lock Assembly



Reversible Key



Door Lock



Three-Point Seatbelt



Seatbelt with Dual Locking System



Steering Wheel



Child Car Seat



Two-Point Seatbelt



Light Switch



Engine Starter Switch



Ornaments



Resin Center Cap



Resin Wheel Cover



Outer Mirror

1950s to the post-war reconstruction

1960s to the high economic growth

1970s to the oil crisis

1980s to the bubble economy

Domestic plants & Overseas associated companies

- 1948 The company was established in Nishibiwajima Town, near Nagoya



The Nishibiwajima Plant at the time of foundation

- 1964 Began operations at the Toyota Plant

- 1966 Began operations at the Otowa Plant

- 1980 Moved the head office to Oguchi-cho, Niwa-gun

- 1986 Established TRUSA (currently **TRAM TRMI**) in the United States
- Established QSS (currently **TRQSS**) in Canada
- 1987 Established **RICA** in Taiwan



Electrostatic Touch Heater Control Switch

Remote-Control Device (Touch Pad)



▶ Human Interface Systems



Separate Type Multi-Function Switch



Shift by Wire Selector

Center Cluster Module



Power Window Switch with Anti-Pinch Function



Smart Entry & Start System



Entrance Immobilizer



Immobilizer Key



Key Free Portable Device



Entrance Smart Key

▶ Security Systems



Seatbelt with Pretensioner



Seatbelt with Force Limiter



Seatbelt with Motor Retractor



Seatbelt with Selectable Force Limiter



Real Wood Steering Wheel



3D Dry Transcription Steering Wheel



Bamboo Steering Wheel

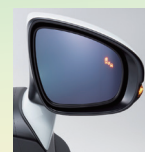
▶ Safety systems



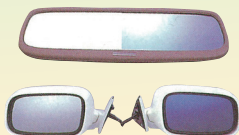
Mechanical Airbag



Electric Airbag



Outer Mirror with Blind-Spot Monitoring Function and Glare Protection



Electrochromic Automatic Anti-glare Outer Mirror and Interior Mirror

▶ Exterior Parts, Etc.

* Tokai Rika works in cooperation with Toyoda Gosei Co., Ltd. in the steering wheel business.

1990s to the collapse of the bubble economy

2000s to the Heisei depression

2010s to the present

- 1991 Established **TAC** in the United States
- 1994 Began operations at the Hagi Plant
Established **TSB** in Thailand
- 1995 Established **TRP** in the Philippines
- 1997 Established **TRIN** in the United States
Established **TRT** in Thailand
- 1998 Established **TRB** in the United Kingdom
- 2001 Established **TRCT** **TRCW** in China
Established **TRCZ** in the Czech Republic
Established **TRBR** in Brazil
- 2003 Established **TRBE** in Belgium
- 2004 Established **TRCF** in China
- 2008 Established **TRA** in Thailand
Established **TRMN** in India
- 2011 Established **TRI** in Indonesia
- 2012 Established **TRSI** in Indonesia
- 2015 Established **TRMX** in Mexico