IN TOKAI RIKA

History of the Tokai Rika Group

We have been developing and manufacturing a variety of user-friendly products for over 70 years. We have been and are still are working to develop manufacturing that will turn new delights between people and their vehicles into reality.

Domestic plants & Overseas associated companies

1950s The post-war reconstruction period

The high economic growth period

1970s

The oil crisis

1980s

The bubble economy

The company was established in Nishibiwajima Town, near Nagoya

The Nishibiwaiima Plant at the time of foundation

Began operations at the Toyota

Began operations at the Otowa Plant

Moved the head office to Oguchicho, Niwa-gun

•1986 Established TRUSA (currently TRAM and TRMI) in the United States Established QSS (currently TRQSS) in Canada

> •1987 Established RILL\ in Taiwan

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, our founder Kato came up with the idea of expanding business into the automobile industry on the basis of the belief: "The recovery of Japan depends on the development of industry." 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."

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.



Founder Yoshio Kato

1990s

The collapse of the bubble economy

2000s

The Heisei depression

•2003

Established **TRCZ** in the Czech Republic

•2004

Established TRBE in Belgium

Established TRCF in China

Established TRA in Thailand

Electrostatic Touch

Heater Control Switch

Established TRMN in India

•2008

2010s

2010s to the present

Established 74C in the United States

Began operations at the Hagi Plant Established TRBR in Brazil Established TSB in Thailand

Established TRP in the Philippines

1997

Established TRIN in the United States Established TRT in Thailand

Established TRB in the United Kingdom

Established TRCT and TRCW in China Established TRI in Indonesia

Established TRSI in Indonesia

•2015

Established **TRMX** in Mexico

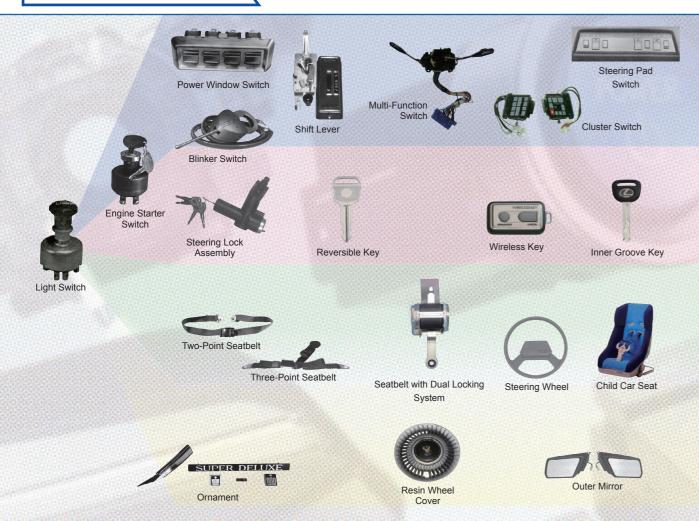
2018

Established TRCJ in China

Human Interface

Systems

Business domain





Electrochromic Automatic

Anti-Glare Outer Mirror and

Interior Mirror











Remote-Control

Device (Touch Pad)



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



Force Limiter

Exterior Parts, Etc.

Safety

Systems

Tokai Rika Report 2020 Tokai Rika Report 2020