

Tokai Rika's Strengths

► **Technology Development** *Six core technologies support the development of Tokai Rika products. High-level harmonization of each core technology creates new value for our customers.*

► **Production Technology** *We are developing the in-house production technologies needed for our world-class manufacturing systems.*

Ergonomics

We conduct quantitative analyses and evaluations on how the human body functions physically, physiologically, and psychologically while operating the controls of an automobile.

By incorporating these results into our designs, we believe we can offer HMI (Human Machine Interface) products that are more user-friendly, more intuitive, and more comfortable, and bring out the warmth in the technology.



Design Engineering

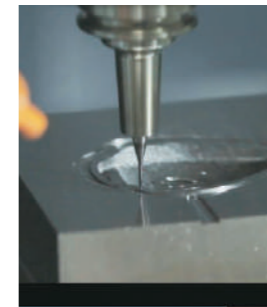
Our products are designed so that joy and attractiveness are added to the ergonomics and each of our technological initiatives.

We continuously seek out simple, user-friendly, logical modeling from an engineering point of view.



Tool and Die Technology Development

We have achieved high-quality product manufacturing thanks to highly-refined mold technology developed from many years of in-house mold production.



Materials Development

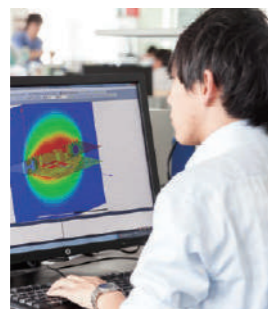
We continually engage in analysis, development, and application from a variety of angles in order to identify the material characteristics that will be required in next-generation vehicles.



Input-sensing Technology

The driver's intentions and actions are read as information, which is then incorporated into our development of advanced sensor technologies.

This great variety of sensing technologies, such as touchpads that make intuitive operation possible via electrostatic sensor technology and gear shift levers that utilize magnetic sensor technologies, are allowing us to expand the range of communications between occupants and their vehicles.



Input-feedback Technology

We are developing input feedback technologies that respond to the driver's operations.

This is allowing us to realize secure and comfortable HMI (Human Machine Interface) products that can provide a different tactile sensation to the operator's fingertips in accordance with the type of operation being performed, and thereby make intuitive operation possible.



Production Equipment Development

We produce our own production equipment, which combines automation, high speed, and high quality. We support best-in-class manufacturing throughout the world.



Manufacturing Technology

We have achieved world-class manufacturing with many advanced manufacturing technologies, such as mounting our in-house manufactured semiconductor on a printed circuit board.



Safety Technology

We are continuously improving the safety of seat belts for all vehicle occupants from children to the elderly, and developing rearward visibility support devices for enhanced safe driving.

We will passionately devote ourselves to improving occupants' safety, anticipate the trends of active safety, and lead the world in safety support technologies.



Communication/Encryption Technology

We are continuously developing security measures in order to protect your vehicle from automobile theft.

Our advanced product development is built on the EMC (Electro-Magnetic Compatibility) evaluation in one of Japan's largest anechoic chambers and our excellent analysis ability.

