

TOKAI RIKA to Establish New Company in Akita, Japan ~Aiming for business expansion at the first base in the Tohoku region~

TOKAI RIKA CO., LTD. (President: Hiroyoshi Ninoyu) has decided to establish a new company in Yokote City, Akita Prefecture. We aim to expand business in the Tohoku region*¹, including our customer, Toyota Motor East Japan, Inc., and contribute to the region through manufacturing.

*¹ One of the regions located in the northeastern main island of Japan

We have been manufacturing and selling automobile parts such as switches, seat belts, and key locks mainly in Aichi Prefecture. The new company will be established its first production base in the Tohoku region, where many Toyota Group companies have production bases, to produce products such as Outer mirrors and Shift by Wire Selectors.

As a base that plays a role in product manufacturing, the new company aims to respond quickly to customer requests, further strengthen the production system and competitiveness of each product, and expand sales.

Going forward, Tokai Rika will work to ensure that the new company will take root and be trusted by the local community, contribute to the revitalization of the Tohoku region, and become a company that is loved by the local community.

The outline of the new company is as follows.

■ Outline of New Company and Plant

[Location] 4-9 Yanagida, Yokote, Akita, 013-0054, Japan

[Capital] undecided (100% owned by Tokai Rika)

[Products] Outer Mirrors, Shift by Wire Selectors etc.

[Production start time] January 2025 (Plan)

[Land area] Approx. 20,400 m²

[Building area] Approx. 6,800 m² (Plan)

[Investment amount] Approx. 3.2 billion yen (Plan)

[No. of employees] Approx. 70 (FY2024), Approx. 120 (FY2027)

■ Outline of TOKAI RIKA (Reference)

[Company name] TOKAI RIKA CO.,LTD.

[Location] 3-260 Toyota, Oguchi-cho, Niwa-gun, Aichi, 480-0195, Japan

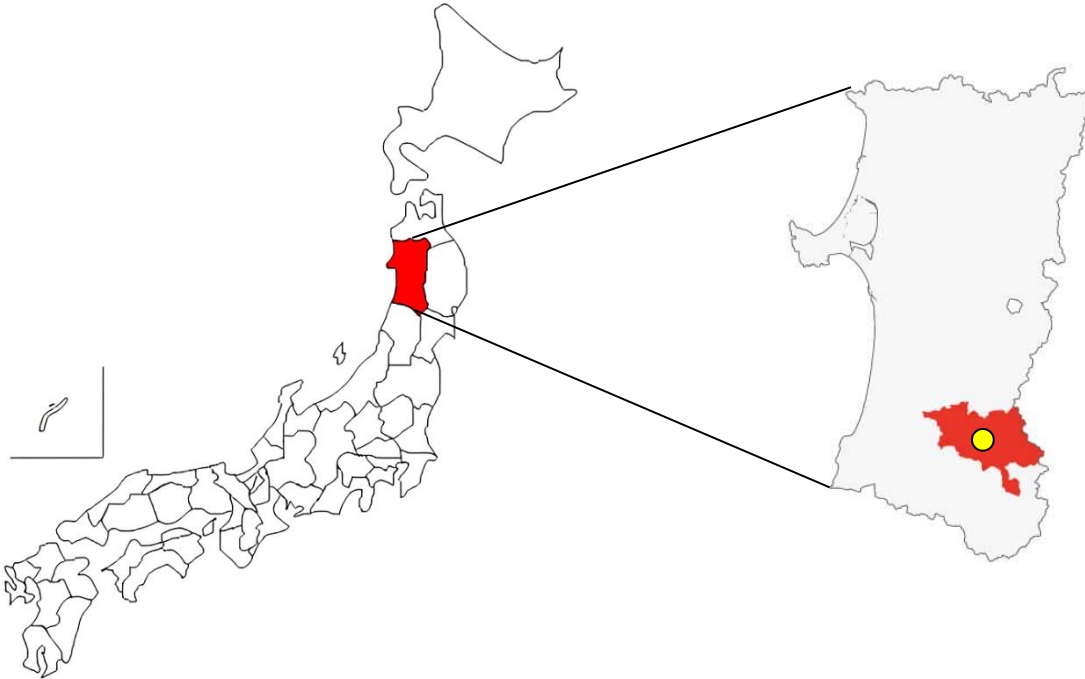
[Founded] August 1948

[Capital] 22.8 billion yen

[Products] Automobile parts such as Switches, Seat belts, Key Locks, Shift Levers, Steering Wheels and Mirrors etc.

[No. of employees] Approx. 20,000 (FY2022)

[Net Sales] 487.3 billion yen (2021.4~2022.3)



Planned construction site of the new company

(4-9 Yanagida, Yokote, Akita 013-0054, Japan)

