Our Journey of Value Creation

Since our founding, we have swiftly responded to societal needs, achieving higher quality designs and more comfortable operation.
Our business scope has now expanded beyond the automotive sector.

From company founding to business expansion (1948) → Establishment of technology and quality (1970) → Progression to a global company (1986) → Toward further growth (2000)

Swiftly responding to societal needs

1948

Tail Lamp Switch

Our company was founded by the deliberate choice to tackle switch products that were difficult, time-consuming, and that no one else wanted to handle—embracing the philosophy of "Do what others won't do."

1962

Two-point Seatbelt

We developed a seatbelt based on our estimation that a time was coming in which vehicle occupants would demand greater safety.

1966

Reversible Key

We cut grooves on both sides of the key, developing a key that could be inserted either way.

1967

Shift Lever

Recognizing that automatic transmissions were becoming more and more common in the United States, we developed a shift lever.

1981

Outer Mirror

We developed outer mirrors in anticipation of the lifting of domestic restrictions on door mirrors.

1983

Remote Key

At the request of a courier company, we developed an electric key that enables locking and unlocking doors at a distance from the vehicle.

1989

World's First

Mechanical Airbag

We developed an affordable mechanical system as an alternative to the then-expensive electrical systems, greatly contributing to the widespread adoption of airbags.

1993

World's First

Water-Blown Foam Molded Polyurethane Steering Wheel

We developed the world's first water-blown urethane foam molding technology, eliminating the use of CFCs (chlorofluorocarbons).

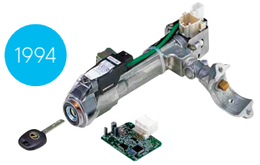
1993

Japan's First

Power Window Switch (with Anti-pinch Function)

We built in an electronic protective circuit to improve safety with regard to pinching accidents.

1994



Immobilizer

We adopted encryption technology due to the ever-growing need for vehicle theft prevention, and we hastened the pace of making security products electronic.

1997

Seatbelt with Force Limiter

We added a function to lower the force of seatbelt being wound up by the pretensioner.

2003

Seatbelt with Motor Retractor

We developed a seatbelt for a pre-crash safety system that improves safety by activating before an impact.

2008

Japan's First

Steering Wheel Using 3D Dry Transfer

We achieved decoration on complex curved surfaces using a low-environmental-impact transfer film.

2018

Japan's First

Digital Outer Mirror

We developed a housing that combines aerodynamic characteristics and design.

2020

TOKAI RIKA Digitalkey®

Full-scale launch of digital key business and establishment of TOKAI RIKA Digitalkey® brand.
In FY 2022, we launched Bqey, a company car management system service, and Uqey, an unmanned car rental system service.

Achieving higher quality designs and more comfortable operation

1963

Lever-style Blinker Switch

We moved switches on the instrument panel to the area around the steering column to enable easy operation at your fingertips.

1965

Power Window Switch

In response to the trend toward higher-end vehicles, we developed a switch for power window operation.

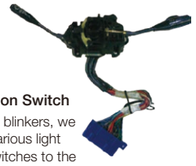
1976

Japan's First

Seatbelt with Tension Reducer

We added a function to loosen the seatbelt while it is being worn.

1970s



Multi-function Switch

In addition to blinkers, we moved the various light and wiper switches to the area around the steering column for improved operability and safety.

1978

Resin Wheel Covers

We developed resin wheel covers offering greater design flexibility and weight reduction advantages compared to metal

1999

Japan's First

Key Free System

We developed Japan's first smart key system, which combines theft prevention with convenience.

2000

World's First

Solid Wood Steering Wheel

Carved from premium woods like walnut, blending master craftsmanship with modern production techniques.

2003

Japan's First

Shift by Wire Shifter

We developed an electronic shift lever ideal for hybrid vehicles and electric vehicles.

2003

Smart Entry and Start System

We developed a smart key system that provided even more advanced theft prevention and convenience.

2010

World's First

High-Brightness Coating Emblem

We achieved a metallic gloss with high-brightness coating.

2014

Touch Pad

We developed an advanced control device based on smartphone-style touch control and pulsation feedback.

2023

ZENAIM Keyboard

Leveraging expertise in automotive switches, we developed the ultimate gaming keyboard.

2025

World's First

WFO® (Wheel Full Ornament)

Using a newly developed coating specifically for skeletal aluminum wheels, we achieved a decorative finish with a texture that rivals that of aluminum wheels.