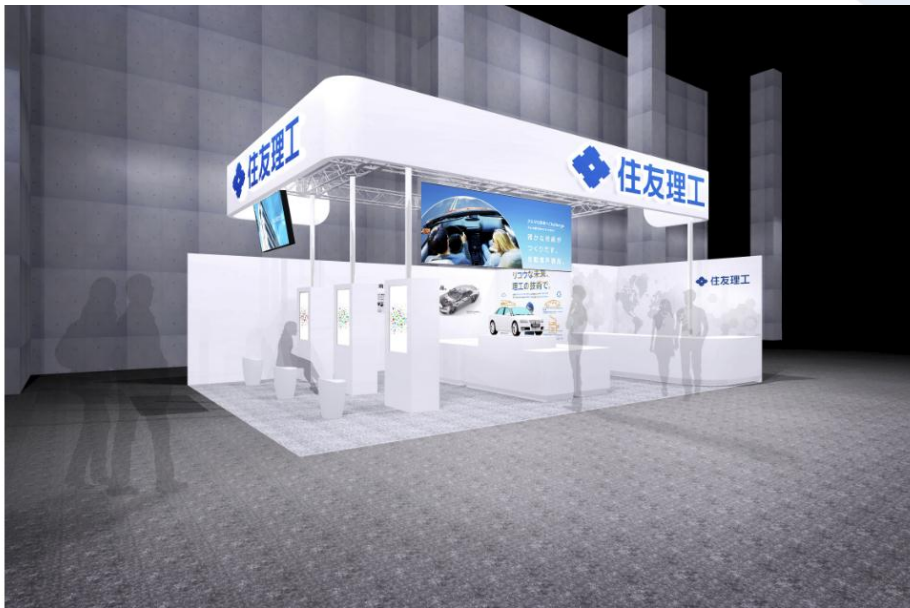


October 11, 2017

Sumitomo Riko to Exhibit at 45th Tokyo Motor Show 2017

~ Will unveil "Riko technology" to contribute to a "Smart future" for automobiles ~

Sumitomo Riko Company Limited (Headquarters: Nakamura-ku, Nagoya-shi; President: Tetsu Matsui) will exhibit at the 45th Tokyo Motor Show 2017 (Press days: October 25~26; Open to public: October 27~November 5).



The theme of the Sumitomo Riko booth will be "Smartly Driving Change ~ Solve it smartly, Sumitomo Riko ~."

The environment surrounding the automotive industry is undergoing dramatic changes, such as the acceleration of the development of electric vehicles (EVs) and the progress in technologies for driverless vehicles. At the Motor Show, we will introduce our latest technologies that will contribute to the future of the automotive society, as well as our products that contribute to vehicle comfort and the reduction of automobiles' environmental impact. The Sumitomo Riko exhibit will adopt a hands-on style this year, giving visitors the opportunity to experience our technological capabilities first hand. We also have a wonderful gift for those visitors who participate in our booth activities. We look forward to seeing you at the Sumitomo Riko booth.

<Description of exhibits>

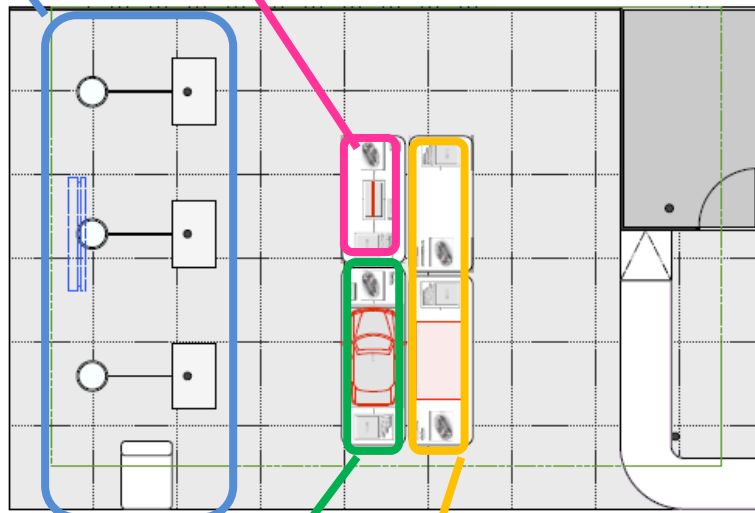


(1) SR Sensor Experience Area: Turn your vital signs (heart beat and respiration) into a beautiful illustration.

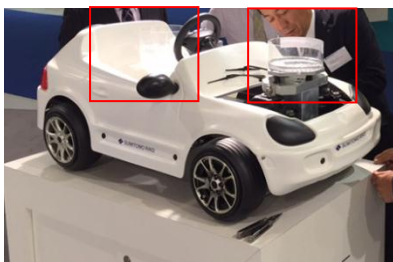
The completed illustration will be given to the visitor in the form of a sticker.

Environmental impact reduction initiatives

(3) Introduction of weight reduction initiatives: How light are Sumitomo Riko's hoses?



(2) See how our anti-vibration rubber cancels out engine vibration.



Water tank fitted to model of vehicle. Watch how the ripples on the waters surface change.

Thermal management initiatives

(4) Feel the effects of MIF, the heat-conducting, noise-absorbing urethane material. First developed by Sumitomo Riko.

(5) Learn about the differences in the way thermal-conducting silicone and general-purpose silicone transfer heat.

<Description of exhibited products>

>> **(1)SR Sensor Experience Area: Turn your vital signs (heart rate and breathing) into a beautiful illustration.**

Our aim is to use our Smart Rubber (SR) Sensor, an all-rubber sensor developed independently by Sumitomo Riko, as a "driver-monitoring system" to detect the driver's vital signs, such as heart beat and respiration.

For the exhibit, we have prepared a chair with an in-built SR Sensor. Visitors only need to sit in the chair to have their vital signs read by the sensor. The results of that reading will then be turned into a colorful illustration of an automobile that is unique to each visitor, and presented in the form of a sticker to all visitors who try out the chair.

>> **(2)See how our anti-vibration rubber cancels out engine vibrations**

Sumitomo Riko's advanced-function anti-vibration rubber, the Electrical Active Control Mount, generates its own ability to cancel out engine vibrations to reduce vibrations, preventing them from passing through to the vehicle cabin and contributing to the vehicle's comfort.

For the exhibit, we have prepared a model of a vehicle that has been fitted with this anti-vibration rubber, the effects of which can be switched on and off. Visitors will be able to observe the way the intense shaking of the cabin section in time with the engine's vibrations comes to a complete stop.

>> **(3)Introduction of weight reduction initiatives: How light are Sumitomo Riko's hoses?**

Ethylene propylene diene monomer (EPDM) hose is used for hoses that cool the car, such as radiator hoses and heater hoses. The low-gravity EPDM hoses developed by Sumitomo Riko achieves a 20% weight reduction compared to conventional hoses, contributing to better fuel efficiency and reduction of environmental impact.

This exhibit shows how much lighter a single vehicle would be if all of the cooling hoses were to be replaced with Sumitomo Riko's low-gravity EPDM hoses. The weight difference will be represented by rubber balls, and visitors will be able to experience the difference in weight for themselves.

>> **(4)Feel the effects of the thermal-conducting, noise-absorbing urethane material, MIF.**

Electric vehicles have many parts, such as the motor, which generates heat and noises. Sumitomo Riko's Magnetic Induction Foaming (MIF) is a thermal-conducting, noise-absorbing urethane material that was developed to reduce noise and protect components from heat.

The Sumitomo Riko booth will exhibit one motor that has been wrapped in MIF and another that has not. Visitors can see the difference in the surface temperatures (heat-conducting effect), and experience the difference in the noise generated (noise-absorbing effect) by the two motors.

>> **(5)Learn about the differences in the way thermal-conducting silicone and general- purpose silicone transfer heat.**

Our thermal-conducting silicone, which is currently under development, will prevent the kinds of faults caused by heat being trapped in heat-generating components such as electronic components and LED lights. This product has outstanding thermal-conducting properties, and will be able to conduct heat efficiently from the heat-generating components to heat sinks and other heat-dissipating devices.

The exhibit will present a comparison test in which a general-purpose silicone sheet and Sumitomo Riko's heat-conducting silicone sheet will be placed on a heat source, and visitors will be able to touch the sheets and feel the difference in the way the heat is conducted.

<Outline of event>

Exhibition name	45 th Tokyo Motor Show 2017
Date	Press days: October 25~26 Official day: October 27 Open to public: October 28~November 5
Venue	Tokyo Big Sight
Booth area	East Hall / Booth No. E2001

About Us-----
Founded in 1929, Sumitomo Riko is a manufacturing company headquartered in Nagoya-shi, Aichi, Japan. We changed our name from Tokai Rubber Industries, Ltd. in 2014. In the automotive field, we manufacture anti-vibration rubber parts, in which we have a leading global share, as well as rubber and resin hoses and urethane sound controlling/insulation products and interior equipment. We are also applying the technologies we have accumulated in automobile parts development to expand our business in the fields of electronics, infrastructure, and "housing environment and health & nursing". Utilizing our global network of 106 bases in 23 countries, we aim to be a "Global Excellent Manufacturing Company" that provides safety, security and comfort to people worldwide.

Contact Information

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