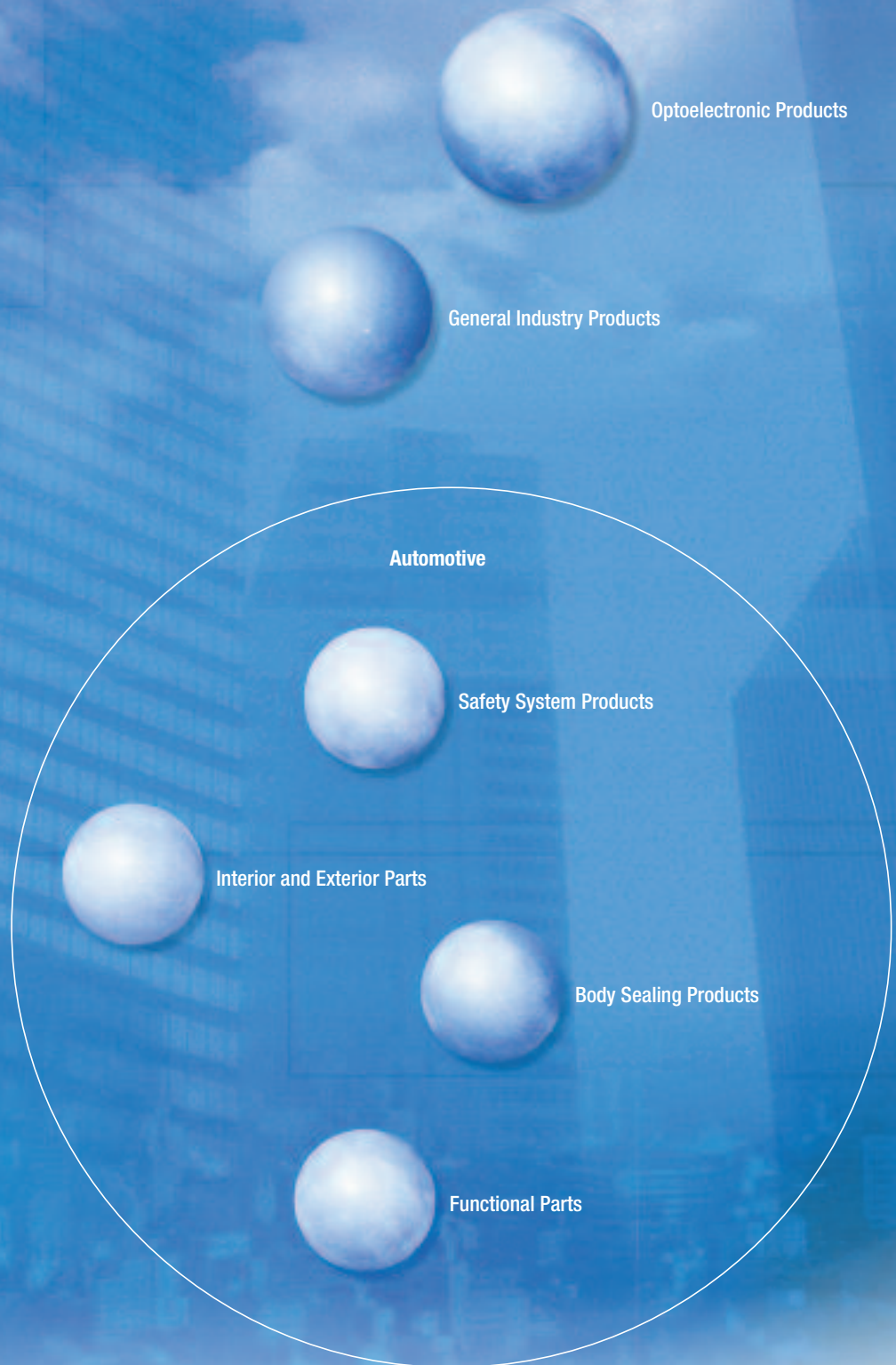


Business Portfolio



A Foundation in Automotive Components, A Plethora of Possibilities in Diversified Products

For safer, more-comfortable motor transport

Toyoda Gosei deploys its technological strengths, centered on rubber and plastic polymer technologies, in four automotive business units: Interior and Exterior Parts, Body Sealing Products, Functional Parts, and Safety System Products. The company adopts a whole-vehicle approach in creating products for increasing automotive value-added by improving safety, enhancing comfort, and reducing environmental impact. It cooperates with other manufacturers, meanwhile, in developing modular components and other integrated products to reduce the number of vehicle parts, to contribute to weight savings, and to simplify the work on vehicle assembly lines.

A positive stance toward new technological sectors

Having developed the world's first blue LEDs in 1991, Toyoda Gosei began mass-producing and marketing those products in 1995. It supplies LEDs for mobile phones, for vehicle interior and exterior lighting and illumination, for full-color displays, for traffic lights, for consumer electronics products, and for numerous other applications. The company is working on higher-output LEDs that could fulfill expanded roles in commercial and residential lighting.

Toyoda Gosei's General Industry Products business unit has built on automotive-related technological strengths to cultivate business in mobile-phone cases, air purifiers, air-conditioner components, residential building materials, body parts for industrial and agricultural vehicles, and even products for health care and health maintenance. That business unit is a valuable antenna for the company in detecting new and future trends in demand.

Original technologies for creating products that anticipate future needs

Foremost among Toyoda Gosei's technological strengths are unparalleled capabilities in rubber and plastic polymers. In-house capabilities in manufacturing rubber materials position the company to participate in product planning in the early stages and to optimize materials for the product aims and applications. Toyoda Gosei deploys a comprehensive spectrum of capabilities in developing, designing, evaluating, analyzing, and manufacturing value-added products.

Another bundle of technological strengths for Toyoda Gosei consists of capabilities in plating, coating, fabric-texturing, and otherwise surface-processing materials to enhance vehicle interiors and exteriors. A good example is a radiator grille developed by the company that supports milliwave radar functionality for preventing collisions while sporting a highly aesthetic mar-que. That grille has earned plaudits as an exemplar of leading-edge surface-processing technology.

Yet another technological asset for Toyoda Gosei is the synergetic interaction among the company's technologically autonomous business units. Interaction between Safety System Products and Interior and Exterior Parts, for example, has allowed for incorporating passenger-side airbags seamlessly in instrument panel modules. Similarly, the Interior and Exterior Parts business unit uses LEDs from the Optoelectronic Products business unit in a growing range of value-added products.

