

## **Hitachi Automotive Systems renews NAIAS Official Sponsorship and joins new AutoMobili-D Exhibit**

Detroit, Michigan, December 12, 2016 --- Hitachi Automotive Systems Americas, Inc. has announced the company's Official Sponsorship of the 2017 North American International Auto Show (NAIAS), to be held at Cobo Center in Detroit, Michigan from January 8-January 22.

As Hitachi Automotive Systems Americas prepares for its third year at the show, the company will continue to promote its brand in North America and highlight the company's key autonomous mobility technologies. "The mobility industry is currently undergoing more dramatic changes than it has experienced at any time in the past," said John Nunneley, senior vice president of engineering for Hitachi Automotive Systems Americas. "With our deep experience in automotive technology, IT and high tech industries, and Social Innovations businesses, Hitachi is uniquely positioned to be a critical player in the transformation of the automotive industry," he added.

Hitachi Automotive Systems Americas will join the Detroit show's new AutoMobili-D exhibit with a display inside Planet M, formerly Michigan Hall. Cars are the core of American mobility and the company will showcase our autonomous mobility technologies for the US auto market, featuring some of its camera and sensor technologies at booth number 34 within Planet M's Autonomous Driving community. Hitachi will also host two symposiums on the AutoMobili-D main stage in the Cobo Center atrium during Industry Preview at 4:00 PM on Wednesday, January 11 and at 11:00 AM on Thursday, January 12.

### **About Hitachi Automotive Systems Americas, Inc.**

Hitachi Automotive Systems Americas, Inc. manufactures, remanufactures and markets a wide range of automotive systems including engine management systems, electric power train systems, drive control systems and car information systems for all major automotive original equipment manufacturers and aftermarket customers worldwide. The company provides regional leadership in the Americas within the global operations of Hitachi Automotive Systems, Ltd. and has sites throughout North America with sales and engineering in Michigan, its headquarters and manufacturing facility in Kentucky, and additional sales and manufacturing facilities in Kentucky, Georgia, California and Mexico. Hitachi Automotive Systems, Ltd. is a wholly owned subsidiary of Hitachi, Ltd., headquartered in Tokyo, Japan. Hitachi Automotive Systems Americas, Inc. is a subsidiary of Hitachi America, Ltd. For more information, please visit [www.hitachi-automotive.us](http://www.hitachi-automotive.us).

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