



Mobility Beyond

FOR IMMEDIATE RELEASE

## Changes Are Underway at Astemo Americas - A Leading Auto Supplier

New mobility technology, an expanded footprint and a name change are in the works

**FARMINGTON HILLS, Mich. June 9, 2025** – Major changes are taking place at Astemo Americas, part of the Astemo Group – one of the world’s largest automotive suppliers. Astemo Americas is introducing new mobility technology to its North American customers, expanding its footprint in the Americas and making name and branding changes as well.

Astemo has 80,000 employees worldwide, including more than 40 offices and manufacturing sites with more than 14,000 employees in the Americas.

“As our industry moves into the age of the software defined vehicle, Astemo aims to further strengthen its position as a leader in electrification and mobility intelligence,” Astemo Americas CEO and President Tim Clark says. “We are accelerating our investment in advanced mobility, including electrification, advanced driver-assistance systems, autonomous driving and advanced chassis technology.”

Clark also notes that the company has outgrown its technical center and headquarters in Farmington Hills, Michigan, and plans to expand to a new location in the near future. Astemo is showcasing a wide range of new mobility technology to its major OEM customers in the Americas this summer. Next-generation autonomous driving, EV, chassis, suspension, steering and brake technologies are being introduced to customers this month with presentations, displays and test-drive vehicles.

3D sensing-and-control, semi-active suspension, steer-by-wire and brake-by-wire are among the various technologies Astemo will have on display for use on future new-model vehicles sold in the Americas.

Astemo Americas Vice President for Advanced Engineering Harsha Badarinarayan points out that new Astemo technologies being previewed for automakers in the Americas include:

**AD/ADAS** –Advanced AI-based multi camera systems are gaining wide acceptance among automakers for future AD/ADAS applications. Astemo has been developing automated driving solutions using multi-camera system that utilizes proprietary AI based stereo vision technology which enables generation of 360° denser point cloud than conventional LiDAR along with color and brightness information.

**Suspension** – A full suspension system with AI-powered control logic using deep-learning algorithms that delivers improvements in ride-and-handling at a lower cost compared to similar systems today. The system is equipped with a “preview” camera to prepare for bumps and potholes in the road ahead. Additional suspension technologies being showcased include a performance series damper system focused on Off-Road vehicles and our new Virtual Development Lab that supports our customers’ efforts in eliminating physical prototypes.

**Steering** – Astemo’s latest generation of steer-by-wire technology features a hand-held device designed to replace a vehicle’s steering wheel. The Astemo Smart Steer-by-Wire

System's software and hardware provide a pathway to the auto industry's move toward autonomous driving.

**Brake** – Shown for the first time in North America, Astemo's electro-mechanical brake-by-wire system -Smart Brake-\* reduces lag-time between driver input and brake response. Its e-pedal eliminates the traditional hydraulic connection between the brake pedal and vehicle's brakes. The new system simplifies vehicle assembly, extends battery range and reduces maintenance by eliminating the use of brake fluid.

Formerly known as Hitachi Astemo Americas, the Tier One auto supplier's name has officially changed to Astemo Americas in accord with the corporate headquarters' name change from Hitachi Astemo, Ltd. to Astemo Ltd.

"Astemo, Mobility Beyond – From the Core of Mobility, Freedom" has become the new branding message and is featured on the company's global website and in other marketing materials.

The name Astemo, derived from "Advanced Sustainable Technologies for Mobility," underscores the company's focus on providing cutting-edge, sustainable mobility solutions.

\* Astemo's Smart Brake is an innovative project supported financially by the French Government as part of France 2030 investment plan

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### **About Astemo**

Astemo, headquartered in Tokyo, Japan, is a joint venture between Hitachi, Ltd., Honda Motor Co., and JIC Capital, Ltd. With 80,000 employees worldwide and operations in Americas, Asia, China, Europe and Japan, the company is a global mega-supplier in the automotive industry. The Electric Business Division, Vehicle Business Division, and Motorcycle Business Division are engaged in the development, manufacture, sales, and service of automotive parts as well as transportation and industrial machinery and systems. Astemo is committed to creating a sustainable society and delivering enhanced corporate value.

For more information, visit: [www.astemo.com](http://www.astemo.com)

### **About Astemo Americas, Inc.**

Astemo Americas, Inc. manufactures and markets engine management, electric powertrain and integrated vehicle controls for major automotive manufacturers worldwide, adhering to ISO/TS:16949:2009 industry standards. Additional information about Astemo Americas is available at <https://www.am.astemo.com>.