

# News Release

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**Hitachi Automotive Systems Americas, Inc. to Launch “Change and Innovate”  
Campaign at 2011 AAPEX Show**

CYPRESS, Calif., Oct. 24, 2011 - [Hitachi Automotive Systems Americas, Inc., Los Angeles](#) will launch the “Change and Innovate” marketing campaign at the Automotive Aftermarket Products Expo (AAPEX), held in Las Vegas, Nevada from Nov. 1 to 3 at **BOOTH 238**.

Hitachi’s booth will also showcase an expanded line of Electronic Throttle Bodies (ETB) in a branded product box. These lightweight ETB’s feature precise throttle opening and closing to optimally control airflow and engine mapping. They will help meet the growing demand for products that create more energy efficient vehicles.

The new campaign, with the tagline “Hello Change, Let’s Innovate,” highlights Hitachi’s expertise in the automotive aftermarket industry and ability to serve the customer’s evolving needs. Campaign elements include the launch of a branded Facebook page, Hitachi Automotive System’s first social media outreach to customers and retailers. Fans of the “[Hitachi Auto Parts](#)” page will have access to the latest company news, event photos, and product and application information.

“We are excited to launch the ‘Change and Innovate’ campaign at AAPEX to highlight our commitment to the aftermarket industry. For years Hitachi Automotive has been recognized universally as an Original Equipment

Manufacturer. Today, our quality products are also available directly to the Aftermarket so we can service all customers with confidence,” said Fred Pakshir, General Manager of Hitachi Automotive Systems Americas, Inc. Los Angeles office.

The campaign look and feel is reflected in the trade show booth design and updated marketing materials, including the company website, brochure, product catalog and fliers. These campaign elements increase brand awareness amongst warehouse distributors and installers who are important stakeholders and partners for communicating the depth and breadth of Hitachi’s product range.

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

Hitachi Automotive Systems Americas, Inc., a subsidiary of Hitachi America, Ltd., 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 worldwide.

Hitachi Automotive Systems Americas, Inc. was formed on Jan. 1, 2011 when Hitachi Automotive Products (USA), Inc. merged and consolidated its two subsidiaries, UNISIA OF GEORGIA CORPORATION and TOKICO (USA) INC. The consolidation is part of a global initiative to strengthen the organization and improve the efficiency of operations in the Americas. The company is headquartered in Harrodsburg, KY, with a total of 2,000 employees.

For more information please visit [www.hitachi-automotive.us](http://www.hitachi-automotive.us).

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