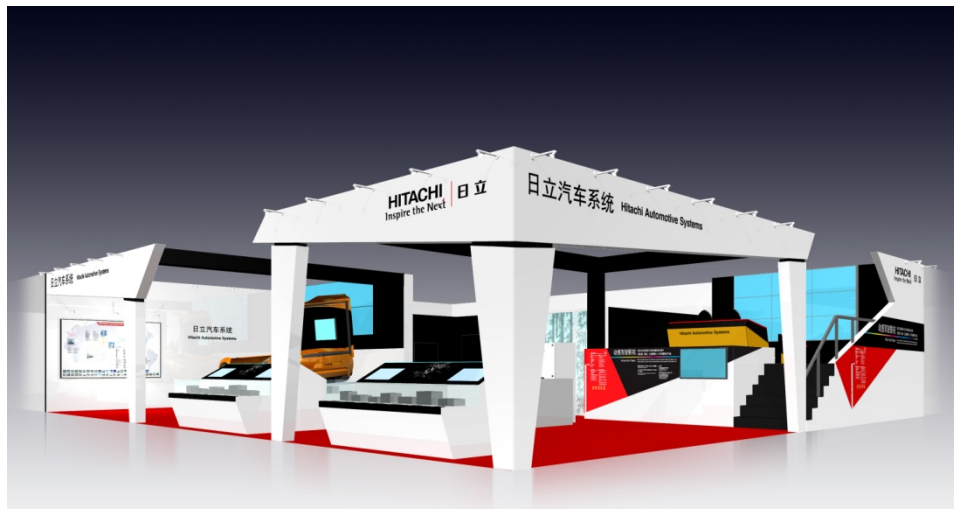


**FOR IMMEDIATE RELEASE**

**Hitachi Automotive Systems to Exhibit  
at the 2014 Beijing International Automotive Exhibition**

*- Will exhibit a wide range of products and technologies for the evolution of  
next-generation vehicles -*



Conceptual image of the booth

Beijing, April 10, 2014 --- Hitachi Automotive Systems, Ltd. and Hitachi Automotive Systems (China) Ltd. - the regional headquarters for China within the global operations of Hitachi Automotive Systems - today announced that the company will exhibit at the 2014 Beijing International Automotive Exhibition (Auto China 2014) to be held from April 21 to 29 in Beijing, China. Under the theme of ““experience” and “feel” the next generation mobility technology to drive the future”, the company will exhibit a wide range of products and technologies designed to support the global evolution of the automobile through system innovation and synergy solutions in the areas of the environment, safety, and information.

Mobility technology is expected to evolve for the creation of a sustainable society. In the environmental field, state-of-the-art electronic control and electric drive technologies will be enhanced to create more efficient internal combustion engines and make further improvements in power-saving technologies for electric vehicles. In the field of safety, there will be an advance from collision safety to preventive safety. And in the information field, IT will be used to link automobiles and society, which will improve

- more -

comfort and convenience as well as add value to automobiles. Next-generation mobility, in the form of linked, integrated electronic control and electric drive technologies, will be leveraged to make automobiles smarter and make automated driving a reality.

For further advancement of electronic control and electric drive products, Hitachi Automotive Systems Group is using its superiority in electronics technologies in a Group-wide focus on development in the four system businesses of engine management systems, electric powertrain systems, drive control systems, and car information systems in the above three areas of the environment and safety, and information which creates value in the form of security, convenience and comfort.

As well as strengthening its product capabilities in these three areas and four system businesses, Hitachi Automotive Systems Group is focusing on innovation that links and integrates key electric control and electric drive system components into systems to achieve high-efficiency energy management and improved safety control, comfort, convenience and driving pleasure, and to add value to automobiles.

At the Auto China 2014, Hitachi Automotive Systems (China) Ltd. will exhibit jointly with Clarion Co., Ltd., and Dongguan Clarion Orient Electronics Co., Ltd., which is one of Clarion's local corporations in China, at the Hitachi Automotive Systems booth (Booth No. W1-W03) in the China International Exhibition Center New Venue.

#### Mobility technology vehicle display

A wide range of Hitachi Automotive Systems Group products in the areas of the environment, safety and information will be shown using full-size car models and virtual screen images on a translucent screen.

#### Synergy solution display

This provides an introduction to the state-of-the-art technologies and solutions for next-generation mobility technology. A wide range of products and technologies can be seen at this display: in the environmental field, high-efficiency gasoline engine systems and hybrid systems which are contributing to electric drive technologies for vehicles; in the safety field, preventive safety systems to improve driver safety, and drive control systems to improve driving performance; and in the information field, Clarion's car navigation systems.

### Motion ride theater

This is a four-seater driving simulator that provides a realistic simulation of what it's like to be in the driving seat of an IndyCar, and to experience various drive control technologies developed by Hitachi Automotive Systems.

### **About Hitachi Automotive Systems, Ltd**

Hitachi Automotive Systems, Ltd is a wholly owned subsidiary of Hitachi, Ltd., headquartered in Tokyo, Japan. The company is engaged in the development, manufacture, sales and services of automotive components, transportation related components, industrial machines and systems, and offers a wide range of automotive systems including engine management systems, electric power train systems, drive control systems and car information systems. For more information, please visit the company's website at <http://www.hitachi-automotive.co.jp/en/>.

### **About Hitachi, Ltd.**

Hitachi, Ltd. (TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 326,000 employees worldwide. The company's consolidated revenues for fiscal 2012 (ended March 31, 2013) totaled 9,041 billion yen (\$96.1 billion). Hitachi is focusing more than ever on the Social Innovation Business, which includes infrastructure systems, information & telecommunication systems, power systems, construction machinery, high functional material & components, automotive systems and others.

For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

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Information contained in this news release is current as of the date of the press announcement, but may be subject to change without prior notice.

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