

# News Release

**Hitachi Astemo to celebrate Motorcycle Premiere at Automechanika 2022: First Presentation of Motorcycle Aftermarket Products and new SHOWA Oils on Display**



**Did you know that every other motorcycle is equipped with a Hitachi Astemo motorcycle product?**

**Frankfurt/Main, September 13, 2022** --- At Automechanika 2022, Hitachi Astemo will be celebrating a premiere on its Booth E60 in Hall 3.0: For the first time in Germany, the Japanese company will be presenting its products for the motorcycle aftermarket and will be showing SHOWA Front Fork and Rear Cushion Oil and Service Kits for both On-Road and Off-Road Application as absolute innovations. The Showa Front Fork Oil is a high-performance oil that maximally reduces friction coefficients, minimizing wear. Moreover, it is resistant to foaming. Both SHOWA Front Fork and Rear Cushion Oils are formulated of high-quality base oils and additives that provide excellent physicochemical properties to ensure a smooth operation. The SHOWA Oil ensure that the Front Fork Damping and Rear Wheel responds optimally and offers the highest performance and durability.

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Pictures can be downloaded here:



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## **About Hitachi Astemo**

Hitachi Astemo is a major Automotive global technology company formed by a joint venture between Hitachi, Ltd. and Honda Motor Co. Hitachi Astemo provides world-leading advanced mobility solutions and leads the world in market share in several core product areas including xEV, AD/ADAS and motorcycles. Based in Japan with 90'000 employees worldwide, Hitachi Astemo has the global scale to define the next-generation technologies that will contribute to our social, environmental, and economic ambitions. Hitachi Astemo is making meaningful contributions to a sustainable society and an improved quality of life. <https://www.hitachiastemo.com/en/>

## **About Hitachi Astemo Aftermarket**

Hitachi Astemo Aftermarket is one of the leading partners of electrical and electronic parts in the automotive and motorcycle aftermarket. The steadily growing portfolio includes products from the fields of electronics, sensors, steering, fuel delivery, engine management and chassis. Espelkamp regional competence center, takes care of development, manufacturing, sales and logistics of Hitachi Astemo's Aftermarket activities for EMEA region. <http://aftermarket.hitachiastemo.com/en/>