

# Hitachi Astemo

Hitachi Astemo conquers the automotive aftermarket



Hitachi Automotive Systems, Keihin, Showa, and Nissin Kogyo completed a business merger and began their journey as the global mega-supplier “Hitachi Astemo” in January 2021: Hitachi Astemo designs, manufactures and markets technologies for mobility intended for automotive, motorcycle industries and marine applications.

By combining the world-class technologies of Keihin’s powertrain business, Showa’s suspension and steering businesses, and Nissin Kogyo’s brake system business with Hitachi Automotive Systems’ global strengths in its three core businesses of powertrain systems, chassis systems, and advanced driver assistance systems, the integrated company positions itself as a technological leader and a worldwide mega-supplier to the mobility industry.

## The future of mobility

The automotive and motorcycle industries are currently facing a once-in-a-century transformation, and mobility solutions are required that reduce environmental damage, decrease traffic accidents, and improve comfort. At the same time, competition is intensifying in fields such as electrification, autonomous driving, and connectivity, which will form the future core of automotive and motorcycle systems.

By combining the first letters of the words **A**dvanced **S**ustainable **T**echnologies for **M**obility, Astemo clearly describes the value that company provides. The name Astemo clearly aligns with the company’s strategy to provide a safe sustainable, and comfortable mobility life through technologies that contribute to an advanced and sustainable society.

## Strong ambitions on the automotive aftermarket

With its expertise and knowledge of the sector,

Hitachi Astemo structures its activities in the automotive aftermarket and motorbike segment in Europe, with a regional competence center dedicated to the EMEA region. Based in Espelkamp in the north-west of Germany, the European Hitachi Astemo aftermarket competence center takes care of the development, production, sales and logistics of spare parts.

A lot of products supplied to the OEMs are not yet launched in the Aftermarket. This represents an important sales opportunity. All the products sold to the OES and which were not yet sold in the Aftermarket have been screened. Thanks to this project, more than 1.000 new references have been launched globally in less than 18 months. Our expertise and strong presence as an original equipment, allow us to offer our IAM customers a complete range of OE spare parts, in particular on certain product lines that are highly awaited by mechanics. This is the case with the technical part for which the mechanic wishes to have the part originally fitted on the vehicle. Indeed, when he dismantles a Hitachi part, he seeks to replace it with a Hitachi part.

# HITACHI

Inspire the Next

The distributor must therefore be able to offer the part to his customer by having it available in stock. It is the strength of the brand, the recognition of our know-how for the quality of our products.

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## Complete ranges adapted to market expectations



HÜCO product overview



Hitachi product overview

The Hitachi Astemo aftermarket offer includes over 4000 references on various product families such as:

- Engine management systems including:
  - » electrical fuel pumps: a complete range near than 400 references for more than 53,000 vehicle applications (gasoline, diesel, hybrid).
  - » a range of 50 high pressure pump references: Hitachi Astemo already supplies several car manufacturers with original equipment and aims to reach 90% coverage of the European aftermarket.
  - » airflow meters: a range of more than 200 references for more than 45,000 vehicle applications. Within our OE business, Hitachi Astemo equips 2 cars out of 5 with them in the world
  - » throttle body, with a range of more than 60 references, sensors (wheel speed, temperature,...), etc.
- Ignition systems including:
  - » A range of more than 300 ignition coil references for coverage of 90% of the market needs. (Hitachi Astemo factories produce more than 50 million ignition coils per year).

- » A glow plug relay offer, leader on the market with nearly 120 references, covering 98% of the market, with some exclusively available in the Hitachi Astemo offer for IAM.
- Rotating machines
- Steering & transmission systems
- Thermal & electrical systems, and other systems

In terms of launching new ranges on the market, all possibilities can be explored. The group's many technological skills allow us to consider deployments on product ranges for which we have aftermarket expansion capabilities, such as steering and suspension with TOKICO shock absorbers, for example.

TOKICO shock absorbers, are now also available to Hitachi Astemo's EMEA customer network from its central warehouse in Germany.

**HITACHI HÜCO TOKICO KEIHIN SHOWA NISSIN**



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