

To the media:

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Seat Components Using PIOCELAN™ Started to Be Used for Toyota C-HR

PIOCELAN, polystyrene/polyolefin hybrid resin foams, manufactured by Sekisui Plastics Co., Ltd. (Head Office: 2-4-4 Nishitenma, Kita-ku, Osaka Japan; President: Masato Kashiwabara) has been used as seat components for a new model, C-HR, Toyota Motor Corporation.

[Summary]

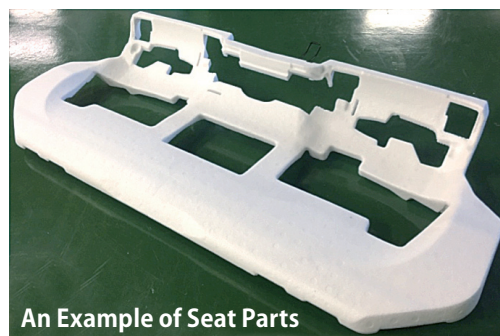
Seat components using PIOCELAN started to be used for C-HR, a new model that Toyota Motor Corporation released in December 2016. Going forward, we are planning to supply PIOCELAN for the same model that will be launched sequentially from global bases of Toyota Motor Corporation.

PIOCELAN, manufactured by our original polymer hybrid technology, exhibits excellent characteristics having both polystyrene's rigidity and polyolefin's shock absorption. In addition; superior dimensional reproducibility (a little difference between a tooling and a molded foam) and dimensional stability (a little dimensional change at temperature changes) have been appreciated as great advantages of PIOCELAN.

In the traditional way, seat cores were made by assembling urethane foams and wires/fixtures manually. However, taking advantage of PIOCELAN's excellent dimensional stability, we established a technology for integrally molding PIOCELAN with wires and could achieve a dramatic reduction of the workload for assembling. Moreover, this integrally-molded seat core reduces the amount of urethane for seats and realizes the weight reduction; therefore, PIOCELAN could be introduced for C-HR. The cost reduction by workload reduction, and fuel efficiency improvement and environmental impact reduction by weight reduction are expected.

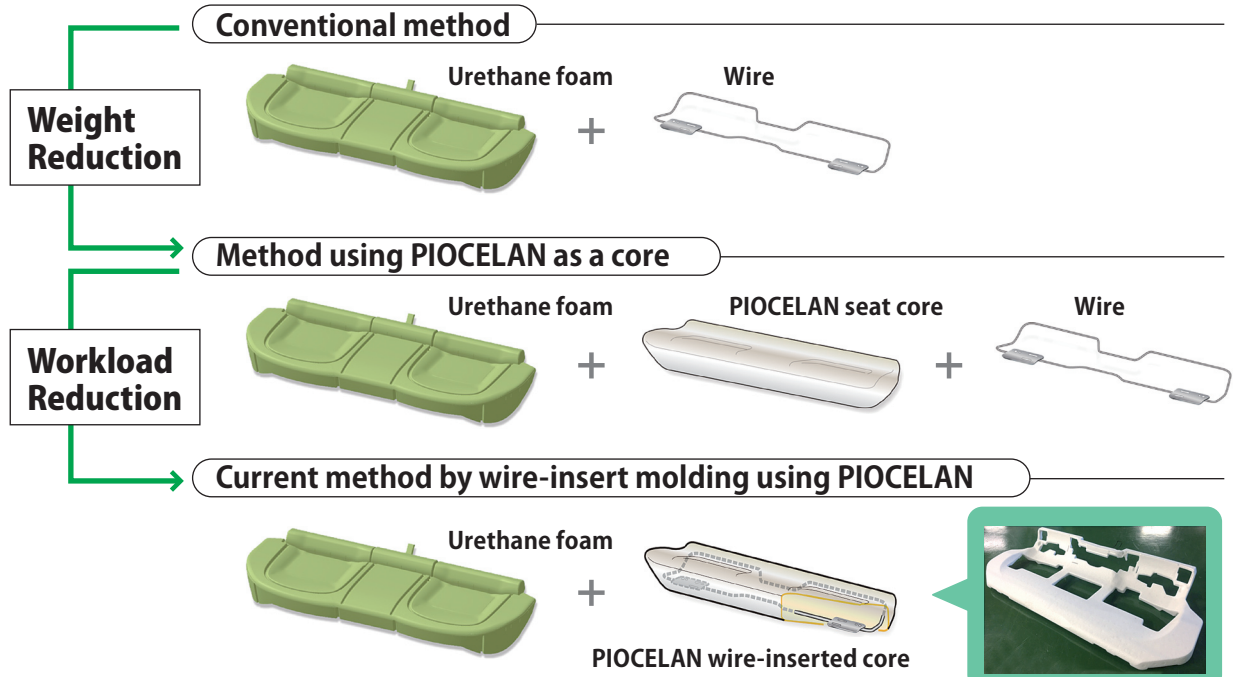
Also, PIOCELAN's shock absorption performance helps prevent passengers from sinking into seats and absorb impact in the event of accidents. We will continue to work on expanding uses of PIOCELAN to other models and contribute to the safety improvement.

We are one of only a few manufacturers in the world which can cover the whole process from developing raw materials to molding components including designing. Giving the highest priority to satisfying customer requests, we have been developing foamed plastics. Our ability to design and propose based on many material developments to date, manufacturing experience and global business expansion possibly let to this introduction.

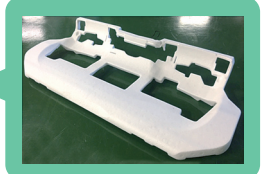


An Example of Seat Parts

■ How to assemble seat components



Workload was reduced by inserting wires into PIOCELAN foam product and integrating the parts.



PIOCELAN's excellent dimensional stability works well when composited with different materials.