

News Releases

Business Strategies



Aisin Seiki reinforces its production system in Brazil
(August 5, 2010)

Our local subsidiary in Brazil, AISIN DO BRASIL COM. E IND. LTDA. (hereinafter called ADB), which currently has a plant in Barueri, Sao Paulo, has decided to newly acquire a second plant in Itu to reinforce its production system.

ADB has been producing automotive parts such as door frames since the start of production in 2003. Due to a projected increase in future demand from major customers in the area, the company has decided to newly acquire land and a building, where a new plant mainly manufacturing seat parts will be set up, to promote the expansion in production capacity and product lines.

The total investment in the new plant is approx. 65 million reais (approx. 3.3 billion yen*), and full-scale production is planned to start in the second half of 2012. ADB aims to boost its sales to 5 billion yen by fiscal 2015 by increasing the number of the ADB employees from the current 90 to 200 (projected for fiscal 2015).

*Conversion rate: 1 real = 50 yen

Overview of New Plant

Location	Itu, Sao Paulo
Start of production	In the second half of 2012
Products	Press goods (seat parts, door frame, etc.)
Site area/building area	121,000m ² (Site), 23,000m ² (Building)

Overview of ADB

1. Company Name: AISIN DO BRASIL COM. E IND. LTDA.
(Abbr.: ADB)
2. Establishment: January 1974 (Production of automotive parts started in January 2003.)
3. Location: Barueri, Sao Paulo
4. Capital: 32.74 million reais (approx. 1.6 billion yen)
(as of March 2010)
5. Investment ratio: Aisin Seiki Co., Ltd.: 100%
6. Site & building areas (existing plant): 11,000m² (Site), 7,500m² (Building)
7. Products: Door frame, door latch, door hinge, door check
8. President: Hideki Kawamura
9. Sales: 34.72 million reais (approx. 1.7 billion yen)
(Fiscal 2009)
10. Number of employees: 90 (as of March 2010)