

# News Release

**FOR IMMEDIATE RELEASE**

Contact: Craig Fisher  
Hitachi Automotive Systems Americas, Inc.  
+1-859-734-6448  
[craig.fisher@hitachi-automotive.us](mailto:craig.fisher@hitachi-automotive.us)

## **Hitachi to Feature Advanced Mobility Technologies and Recruit Engineers at the 2018 NAIAS**

**Detroit, Michigan, January 8, 2018** —Hitachi Automotive Systems Americas, Inc. has announced the Company's renewed Official Sponsorship of the 2018 North American International Auto Show (NAIAS), to be held at Cobo Center in Detroit, Michigan from January 14-January 28.



Hitachi's AutoMobili-D Booth (AD01a)  
Autonomous Driving Community – PlanetM at Cobo Center

Hitachi returns for the second year of the show's AutoMobili-D exhibit to feature the Hitachi Group's Social Innovation Business and advanced mobility technologies at booth number AD01a within PlanetM's Autonomous Driving community. The Company will take advantage of this year's extended AutoMobili-D schedule to connect with job seekers during the Future Automotive Career Expo (FACE) held inside PlanetM (formerly Hall E) during the first two days of the NAIAS Public Show: Saturday, January 20 and Sunday, January 21.

Hitachi leadership will share Company updates and advancements in automotive mobility technologies during a press conference on Tuesday, January 16 at 12:05 PM at the PlanetM Theater. Hitachi's press conference will be livestreamed on the North American International Auto Show Facebook page via Facebook live.

The Hitachi Group will also host two AutoMobili-D symposiums during Industry Preview on the Cobo Center Atrium Stage. Industry experts will join Hitachi leadership to discuss "How AV Requirements Are Driving Vehicle Electrical Architecture Innovations" at 12:00 PM on Wednesday, January 17, and "Contribution to Social Innovation through Mobility Service Business" at 2:00 PM on Thursday, January 18.

"With the speed that the mobility industry is changing, it is critical for traditional automotive suppliers like Hitachi to have a forum to share information and ideas with industry leaders, technology innovators, and connect with future technical talent," said John Nunneley, senior vice president of engineering for Hitachi Automotive Systems Americas. "The NAIAS and AutoMobili-D provide us this forum in our own backyard," he added.

**About Hitachi Automotive Systems Americas, Inc.**

Hitachi Automotive Systems Americas, Inc. manufactures, remanufactures and markets a wide range of automotive systems including engine management systems, electric power train systems, drive control systems and car information systems for all major automotive original equipment manufacturers and aftermarket customers worldwide. The company provides regional leadership in the Americas within the global operations of Hitachi Automotive Systems, Ltd. and has sites throughout North America with sales and engineering in Michigan, its headquarters and manufacturing facility in Kentucky, and additional sales and manufacturing facilities in Kentucky, Georgia, California and Mexico. Hitachi Automotive Systems, Ltd. is a wholly owned subsidiary of Hitachi, Ltd., headquartered in Tokyo, Japan. Hitachi Automotive Systems Americas, Inc. is a subsidiary of Hitachi America, Ltd. For more information, please visit [www.hitachi-automotive.us](http://www.hitachi-automotive.us).

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